

Get Out The Vote

Designing a GOTV Program

Like all campaign management decisions, the development of a GOTV program requires the management of people, time and money. Most campaigns will not have the resources to use all the tools and techniques discussed in the previous section of this manual. It is the campaign's responsibility to develop the best GOTV program your resources will allow.

Examine your “perfect list.” How many targets are there? How many targets have telephone numbers? How many of your targets live in walkable precincts? Your job is to contact these targets as many times as possible. Your GOTV plan will reflect choices based on your resource limitations.

GOTV Planning Steps

Six steps to developing a good GOTV program:

1. Set your Targets
2. Budgeting.
- 3 Set-up your Organization
4. Developing your Tactics
5. Pre-Election Day Planning
6. Executing your Plan on Election Day

Step 1: Setting your Targets

Setting your target is the process of deciding which voters you want to make sure vote on Election Day.

Three Places to Easily set Targets:

- 1) Household or individuals who live in precincts with high Democratic performance
- 2) People who your campaign IDed during phone banks/canvasses as being For Y
- 3) People who live in precincts below 65%+ that are known or suspected to be Democrats based on voter file information.

Count Your Targets

Your pool of voters needs to be set so you targeted to win, and then determine how to manage resources to pull it off.

When to set your Targets

Set your targets at least four months out and update them weekly, and then daily the week before the Election Day.

Step 2: Budgeting

Three Things Should Drive GOTV Plans:

- 1) Do we have a large enough pool of voters to win?
- 2) Do we have enough human resources working on our campaign?
- 3) Do we have the budget?

Step 3: Setting-Up Your Organization

Precinct Leaders/Captains

A precinct captain is responsible for carrying out all GOTV ground activities in a given precinct.

Volunteers

Begin recruiting volunteers for GOTV weekend months out. You will need volunteers for: Phone Banks, Canvassing, Ride Sharing, and visibility.

Checkers

A checker system is a tried and true campaign technique. The system works as follows. The campaign provides each checker with a list of targeted, favorable voters in certain targeted precincts. Checkers simply sit in the polls or visit them at designated times and check off favorable voters who have voted.

Greeters

In some areas, it is traditional to have workers outside the polls on Election Day to pass out last-minute leaflets or sample ballots. In some areas having the right person in front of the polling place with the right piece of paper is critical.

Transportation

Providing transportation to the polls is an excellent technique to make sure your voters - especially the elderly and low-income voters - cast their ballots on Election Day.

Mail

GOTV mail delivers your "go vote" message directly to your identified favorables in personal fashion. GOTV mail motivates your favorables to action.

GOTV mail can serve four basic purposes:

1. Remind the voters of polling-place locations and the hours the polls are open.
2. Deliver a brief positive message encouraging the identified favorable voter to vote
3. Emphasize the importance of the election
4. Publicize a phone number for transportation. This number can also be used for people to call to volunteer for GOTV.

Visibility

Distribution of literature at plant gates, at busy intersections and at shopping centers and transit stops are all ways to increase the visibility of your candidate and heighten voters' awareness of the coming election. High visibility GOTV programs usually begin the Friday before Election Day.

Accountability

Put an accountability system into place to track progress on recruiting volunteers and the completed phone calls made and doors knocked?

Communication

Hold weekly meetings to update staff on progress, goals, needs, and timing.

Training

Start training your staff for Election Day at least 4 weeks prior to the election.

Step 4: Developing Your Tactics

Figuring out how you will get the message and invitations out to the voters.

How Many Hits Do You Need?

Depending on whether or not your pool is urban, suburban or rural, try to achieve, on average 11 hits per voter, utilizing both paid-and volunteer-driven voter contacts.

How to Get Sporadic Voters to Vote

- Give them information
- Apply steady pressure/Use Peer Pressure
- Make it Easy
- Appeal to Partisanship

Elements of a GOTV Plan

Paid Tactics

- Paid Live Calls, Paid Auto Calls
- Mail

Field/Volunteer Tactics

- Volunteer Phone Banks
- Volunteer Door-to-Door Canvassing
- Rides to the Polls
- Door-Hangers
- Visits to the base communities and core constituents
- Campus GOTV
- Rallies
- Core constituents vote media
- Visibility



Step 5: Pre-Election Day Planning

Preparing voters to get out on Election Day.

Things to Have Completed

- Plan Written, staff trained
- Everyone on Same Page
- All List in the Hands of the People who Need them
- GOTV mail dropped with mail in mailboxes
- Budget allowing, a paid call to voters on Thursday or Friday
- Calls for rides to the polls ready to be made
- Signs and Literature in place
- Phone Banks Ready
- Drive time Visibility

Step 6: Executing Your Plan on Election Day

The key to Election Day is making sure you have an efficient and effective ground force.

Receiving- The Boiler Room

This is where you receive process information. Assign people to get reports from precinct leaders and process data. Election Day lawyer should go to receive any voting problem calls.

Shipping- Moving the Product

This is where your volunteers arrive and are sent out. This is where you move and shift volunteers. Have table's set-up to process volunteers quickly.

Set-up assignment tables for:

- Precincts where you have holes-This is your first priority
- Visibility Activities
- Phone Banks
- Blanket Canvassing
- Rides to the Polls

Also have people ready to deal with: emergency lists, finding precincts and voting locations, and answering phones.

Tips for Precinct Captains

- Give them lists of sporadic voters.
- Do not let them come back to HQ until after the polls have closed.
- Pair them in twos
- At 7:59PM send them to polls to prevent those in line from leaving.