



Getting Out the Vote

Hillary Kane
Coordinated Campaign
Committee
October 15, 2013



D'you think
you'll vote
on Thursday?

Nah, there's a
one-way street
you can't get down
by bike on the
way to the
polling station



GOTV

- Final outreach that “seals the deal”
- Takes place during final stretch (i.e. last few days)
- Aimed at getting voters to commit to voting and to getting them to the polls
- No longer about selling your candidate – instead its about motivating those already on your side



"I think Trevor may have bitten off more than he can chew this time!"

Targeting Outreach

- Narrow your district to a manageable geography
- Be strategic
 - Where will you have poll workers?
 - Where have you done prior outreach?
 - Where is the Green Party historically strong?
 - Where are there other local candidates?
- Most of these require prior data collection and analysis

Final Days Calendar

- Saturday, November 2 – Final canvassing of likely voters; candidate visibility events
- Sunday, November 3 – Final canvassing of likely voters; distribution of materials to poll workers
- Monday, November 4 – Phone banking of likely voters; social media campaign; distribution of materials to poll workers
- Tuesday, November 5 – Election Day! Door knocking of strongest supporters

Final Canvassing of Likely Voters

- If you've ranked voters on a 1-5 scale, lit drop the 4's and 5's.
- If possible, have lit specify polling place
- Target "super voters" – those most likely to vote
- Try you talk with someone, ask specific questions about Election Day behavior (i.e. Do you know how you're getting to the polls on Election Day?)

Candidate Visibility Events

- Meet & greets in high visibility areas – Sunday brunch spots, grocery stores, transit stops
- Goal is to generate “earned media”
- Photos of events can be shared through final GOTV social media campaign

Phone Banking of Likely Voters

- If you've ranked voters on a 1-5 scale, target the 4's and 5's.
- Develop a script that includes specific questions about Election Day behavior (i.e. Do you know how you're getting to the polls on Election Day?) and reminds voters of their polling place, hours, etc.
- Target "super voters" – those most likely to vote
- Robo calls ineffective

Social Media Campaign

- Targeted messages, posts, tweets, etc. with a GOTV message
- Emphasis on reminding people to vote
- Can do “Election Day” posts about candidates whereabouts as they greet voters
- Email not effective for GOTV but may be for coordinating GOTV efforts

Distribution of Election Day Materials

- Build list of Election Day volunteers who will staff polling places
- Signs, flyers/literature/palm card
- Voter list for that precinct
- T-shirt or pin (or both)
- Phone #s for emergencies, irregularities, etc.
- Lead who stays with candidate

More Resources

- **Very Detailed and Comprehensive GOTV Manual:**

<http://www.gp.org/committees/campaign/manual/gotvpr.pdf>

- **Lessons from Recent GOTV Experiments:**

<http://gotv.research.yale.edu/?q=node/10>