

## Person-to-person Campaigns Made Easy

"Face-to-face canvassing yields a 7% to 12% advantage and is considered the "gold standard" of campaign strategies, while commercial phone banking, direct mail and anonymous leaflet distribution are far less effective." – Donald Green

Research shows that the most effective campaigns hinge on **person-to-person** contact. For the 2006 general election, CHIRLA, a Los Angeles based group with a get out the vote program, found **turnout increases of 8.8%, 11.3% & 25.8%** in the three precincts they had the most contacts in. Think about the last time you were persuaded to do something. Were you more persuaded by an advertisement, or by a friend, family or member of your community encouraging you to come to an event, try a new product – or to **vote**?

Democracy used to be highly personalized. Political parties and other organizations served as the **connective tissues of democracy**, providing a venue for ordinary people to stay connected to their leaders. Then came the era of big money, broadcast-focused politics: a system that is both corrosive to our democracy and becoming less effective at engaging citizens every day. Conservatives realize this, and have poured enormous resources into their field organizing operations.

New electronic tools like weblogs, online voter databases, and social networking systems are being used to build an agile and participatory democracy. **Person-to-person** contact is one of the foundations of this new system, and is **the single most effective use of volunteer time and energy**. The way to create lots of person-to-person contact is with a **data-driven** field campaign.

### ***What Data? Why Is It Important?***

Who does your campaign or organization want to talk to? Who have you already talked to? What have you said to them? How did they respond? Who are your volunteers and most loyal supporters? Who said they would vote in the upcoming election, and who are the new voters you just registered and promised to send voter guides?

This information is important!

Having it and **using** it in your field campaign is the best way to make sure you're effectively using your time and resources, and that you're continually building on your successes. You don't need to knock on every house on the block if you know where your target voters live. You don't need to call through the phone book if you know which residents are registered voters. And you don't need to start from scratch if you want to call back a smaller group of the voters you already spoke to. Use a system that lets you **keep track of your data, update it, search the voter file, and print your walk sheets and call lists**.

### ***How does it work?***

**1 Write a Plan.** California VoterConnect has a template for this – we can help you plan out your campaign. It doesn't have to be complicated, but think about who you want to contact, where they are, and what message you want to get across.

**2 Sign Up Volunteers and/or Paid Canvassers.** There are lots of ways to do this: tabling with sign-up sheets, social networking, sending your information to email lists, etc. VoterConnect can help you evaluate your options.

**3 Get Out and Talk to People!** You can do regular phone banks (typically in the evenings), virtual phone banks (any time) and door knocks (typically on the weekends). VoterConnect has a web-based system to coordinate the whole thing, so you know who's doing what and when. (Don't forget to feed your volunteers!)

**4 Keep Track of Their Answers.** This step is very important and too often overlooked. Luckily, VoterConnect offers a system called the VAN (Voter Activation Network) that makes it easy and fun.

**5 Get Out The Vote!** Election day used to be just one day, but now that Vote-By-Mail is available everywhere in California, it's an entire month. We have 30 times as many days to encourage people to send their ballots in. VoterConnect's VAN makes it easy to track your progress throughout a campaign and find the voters who most need your encouragement to vote.

**6 Evaluate.** After each election cycle, VoterConnect loads in the results so you can compare how the folks you talked to did compared to other voters.

**Who can do this?**

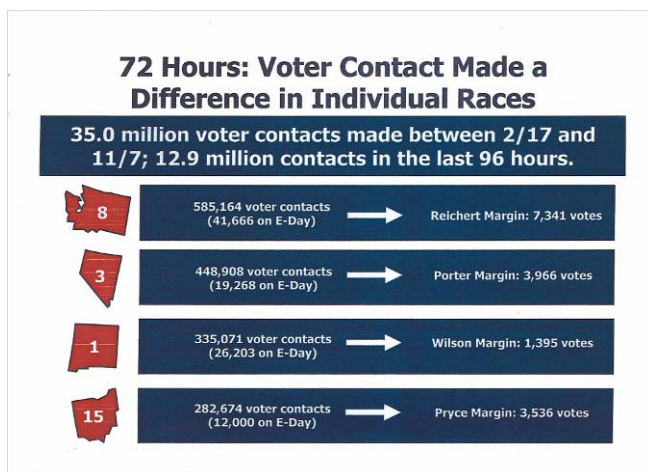
Practically any organization, including:

- ✓ Any Democratic party club or county central committee
- ✓ Candidate campaign (large or small)
- ✓ Labor unions
- ✓ Issue-based organizations
- ✓ Community-based organizations
- ✓ Churches, synagogues and mosques
- ✓ Neighborhood organizations

**Building a participatory democracy**

Person to person conversations are the cornerstone of democracy, and we can't say it enough: a solid, data-driven field campaign is the single **most effective use of volunteer time and energy**. That 7 to 12% from the research is only a starting point – a field campaign can have a disproportionately huge impact on how a campaign or organization is generally perceived. Word gets out, both from earned media and from people talking to their friends and family. It's the way forward for **democracy in California**. Get in touch today and find out how California VoterConnect can help you make this happen.

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- Races Extremely Close Because Of GOP Ground Game**
- 22 races decided by two points or less— Republicans won 13 and lost 9, including two GOP challengers in GA.
  - In 2002 and 2004, just seven races were decided by two points or fewer.
  - 18 races decided by fewer than 5,000 votes; R's won 12; all 18 combined were decided by 49,445 votes
  - 6 races decided by fewer than 1,000 votes; combined margin 3694 votes.
  - 35 races in which the winner received 51% or less of the popular vote

Slide art provided by Karl Rove, White House Office of Political Affairs, via the House of Representatives Inquiry into politicization of the Judiciary.