Targeting Your Voter Universe

D★F★A
NIGHT SCHOOL

Meet your trainers

Mudcat Arnold
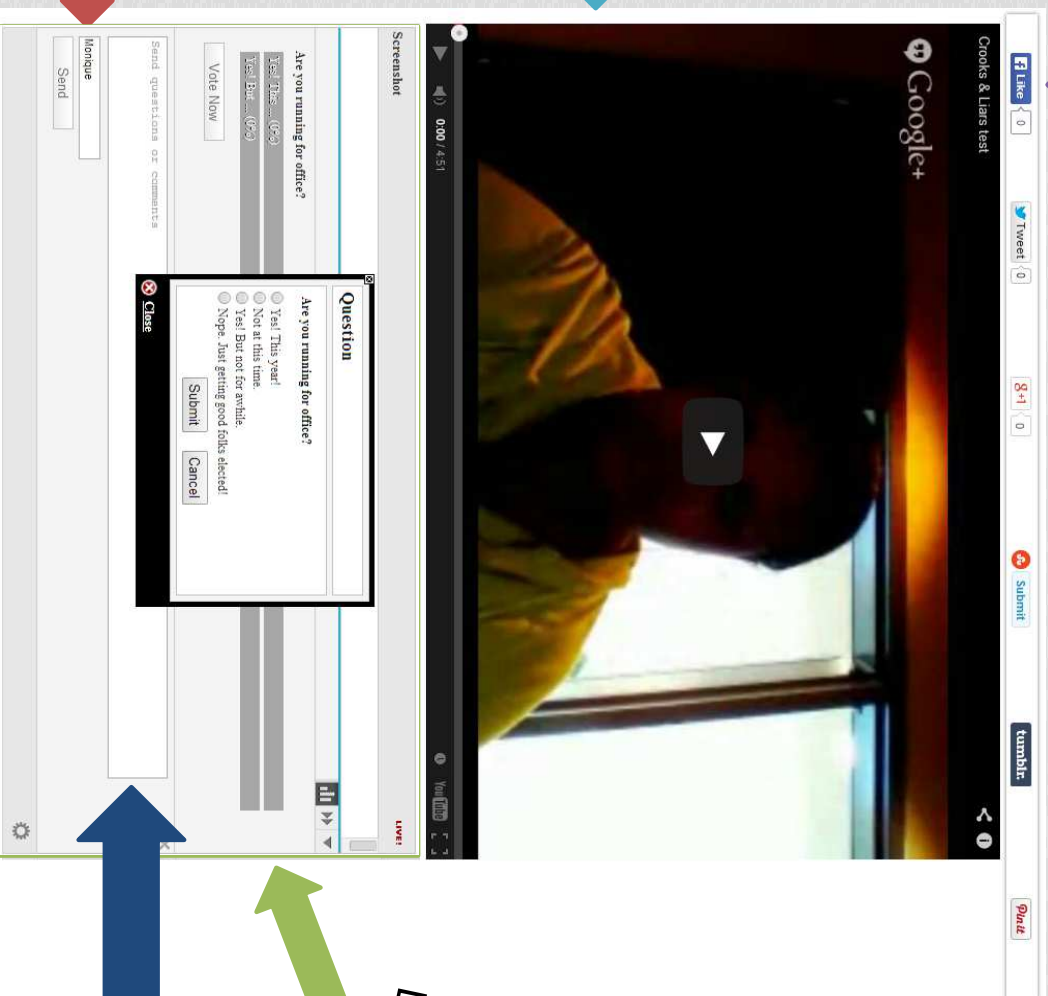
@mudcatarnold

Monique Teal

@TealBomb
(802) 651-3217
mteal@democracyforamerica.com

Training Logistics

Be Social!
facebook.com/dfaaction
@DFAaction
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The live
training.

Tell us who
you are!

Type your
questions &
comments here.

See questions &
comments from the
DFA community.

Crooks & Liars test

Screenshot

Are you running for office?

Vote Now

Send questions or comments

Monique

Send

Question

Are you running for office?

Yes! This year!
Not at this time.
Yes! But not for awhile.
Nope. Just getting good folks elected!

Close

Submit   Cancel
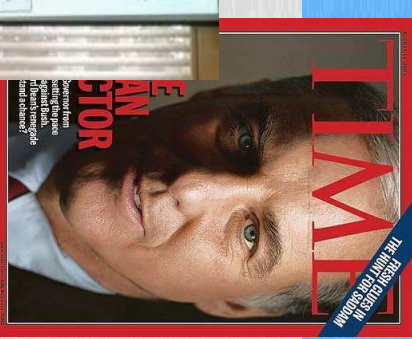
Democracy for America

- Founded in 2004 by Gov. Howard Dean
- People-powered political action committee
- Dedicated to changing the Democratic Party from the ground-up

Night School

- More than 40,000 trained since 2006!
- Elect & develop progressive voices
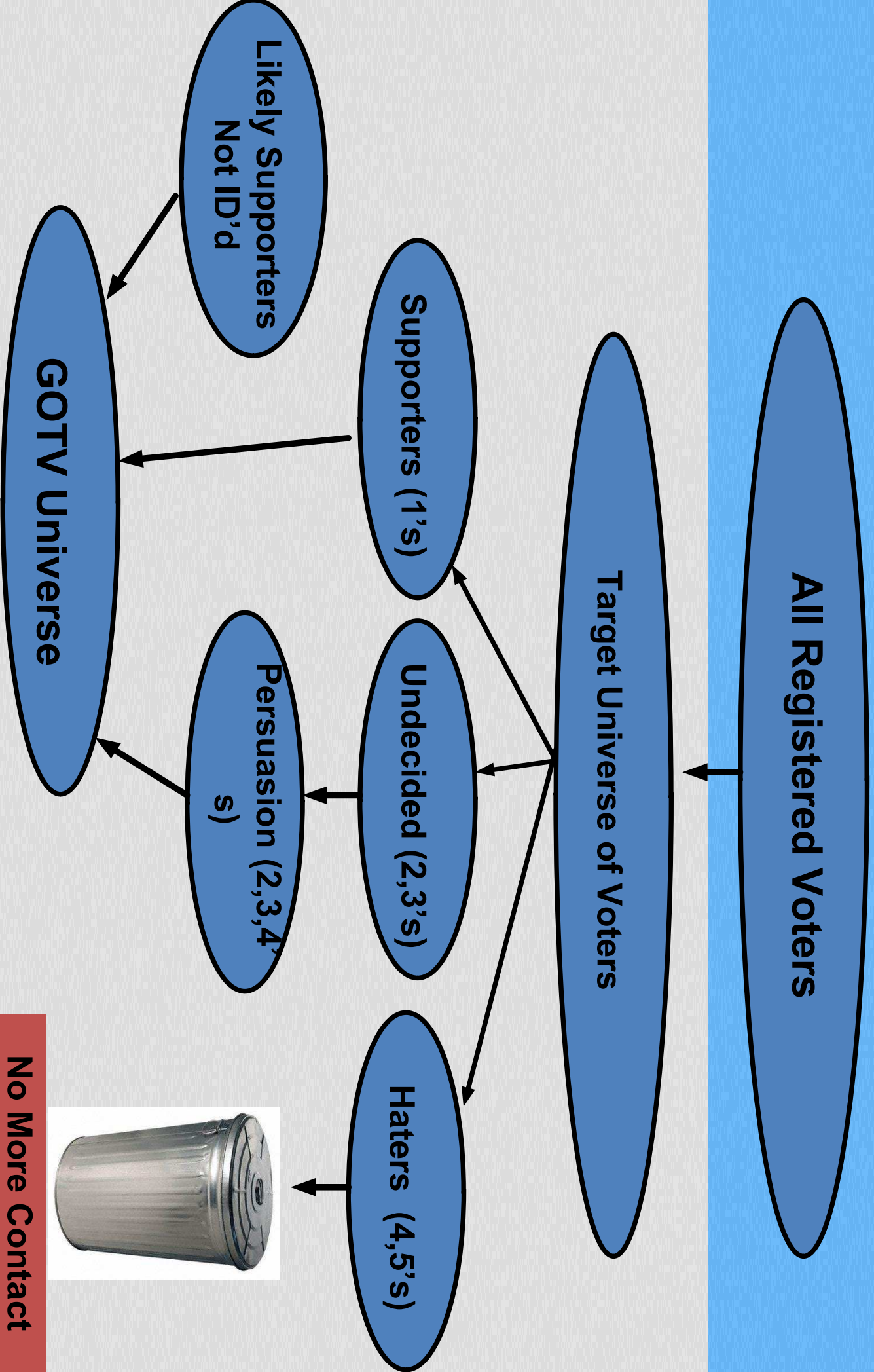
Field Plan = Blueprint for Victory

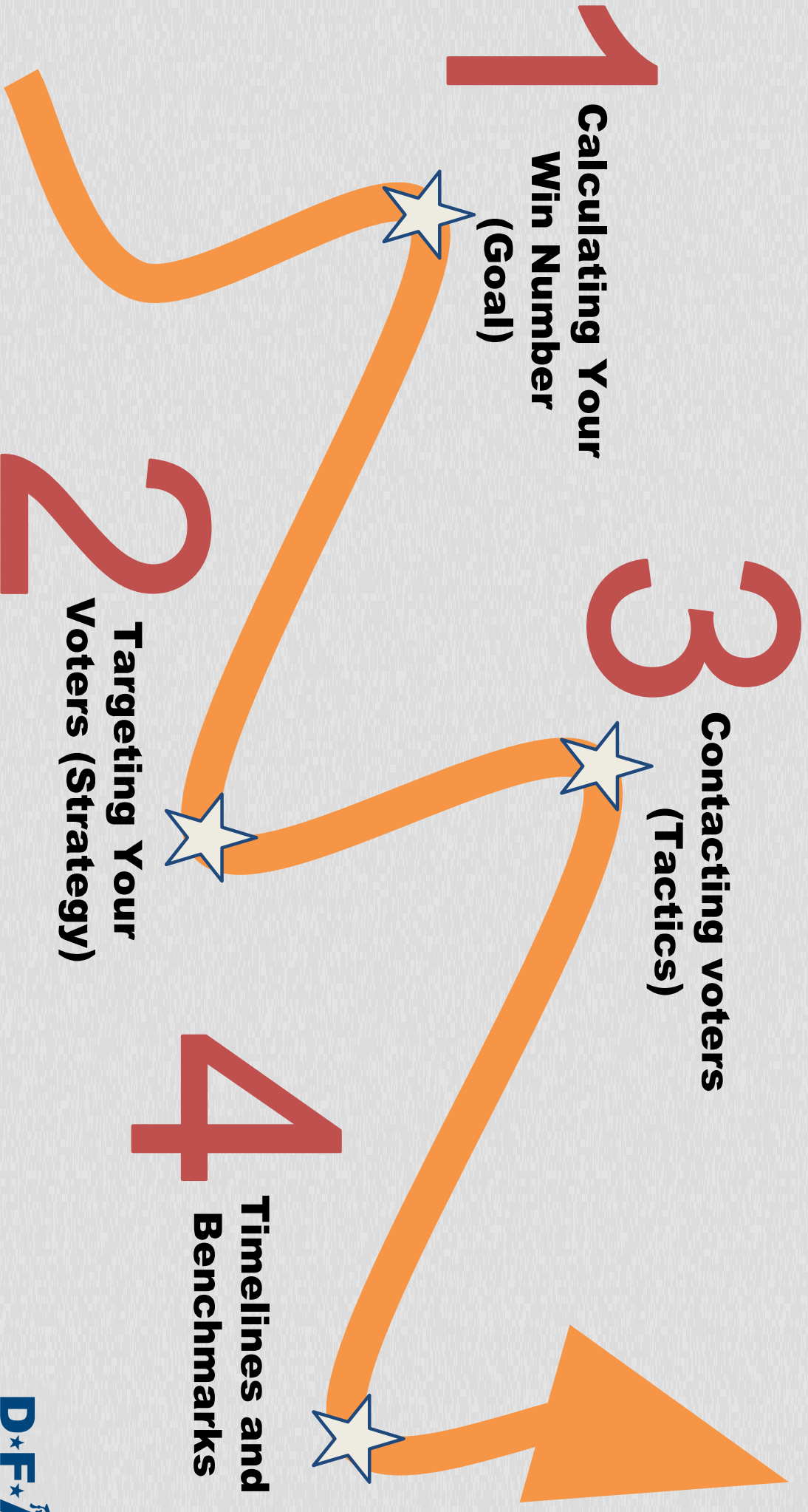Goals

Strategy

Tactics

Timelines & Benchmarks

A well-planned & executed field program can help increase turnout by 3-5%.

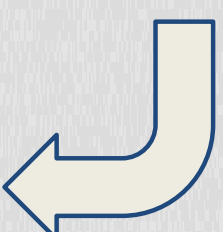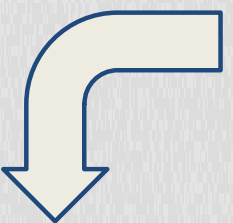# Field Plan = Blueprint for Victory

1 Calculating Your Win Number (Goal)

2 Targeting Your Voters (Strategy)

3 Contacting voters (Tactics)

4 Timelines and Benchmarks

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What is targeting?
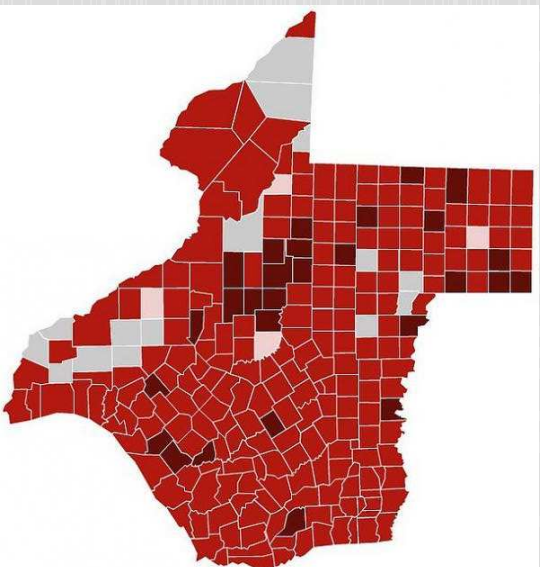
Finding Your Vote Goal

Step 1: Project the turnout

Projected Turnout **=** **% Turnout in last similar election(s)** **x** **Current number of registered voters**

Step 2: Set Your Goals

Win Number = (Projected Turnout / 2) + 1

Vote Goal = Projected Turnout x .52

Step 3: Write down your goals!

Calculate Your Vote Goals

	Current Registration	Turnout % in last similar election	Turnout Estimate for current election	Win Number 50% + 1	Safe Margin 52%
Precinct # 1	740	32%	237	120	124
Precinct # 2	446	55%	246	124	128
Precinct # 3	463	51%	237	120	124
Precinct # 4	599	43%	258	130	135
Precinct # 5	686	42%	289	146	151
Precinct # 6	1002	48%	481	242	251
District Totals	3936	44%	1748	882	913

NOTE: Always **round up for turnout estimates** – even with ".1" You'll always need a full person's vote – a fraction of a person can't vote. It's safer to make it *harder* on yourself.

Why do we target?

→ Limited People, Money & Time

→ Gets the right message to the right voters

4 ways to target voters

1 Geographically

2 Voter History & Identification

3 Constituencies & Demographics

4 Modeling

Targeting with Voter History

Voting History

	Always Vote	Sometimes Vote	Never Vote
Strong Supporter (1)	Supporters likely to vote → *Base building*	Supporters less likely to vote → ID, GOTV	Consider resources & vote goal → *various treaments*
Undecided (2, 3, 4)	Undecideds likely to Vote → ID, Persuasion	Undecideds less likely to vote → ID, Persuasion, GOTV	Consider resources & vote goal → *various treaments*
Strong Opponent (5)	Conserve resources → *dump*	Conserve resources → *dump*	Conserve resources → *dump*

Partisanship

Democratic Performance Index (DPI)

'Percentage of the vote a Democratic candidate can expect in an average election'

Based on voting history NOT voter registration

How to calculate D.P.I

$$\left.\begin{array}{l} \text{Democratic \% in } \underline{\text{similar election \# 1}} \\ + \text{ Democratic \% in } \underline{\text{similar election \# 2}} \\ + \text{ Democratic \% in } \underline{\text{similar election \# 3}} \end{array}\right\} / \ 3 = \textbf{D.P.I.}$$

About NCEC

NCEC
National Committee
for an Effective Congress

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Calculate Your Dem & Persuasion Turnout

	D.P.I. %	Est. Dem. Turnout	Vote Difference	Persuasion %	Persuadable Voters
Precinct # 1	69%	163	+39	12%	28
Precinct # 2	21%	51	-77	8%	19
Precinct # 3	36%	85	-39	33%	78
Precinct # 4	43%	110	-25	19%	49
Precinct # 5	38%	109	-42	39%	112
Precinct # 6	48%	230	-21	21%	101
District Totals	43%	748	-165	22%	382

NOTE: You'll want to **round down** for **Est. Dem turnout and persuadable voters.** Again, you want to make it *harder* on yourself.

DEM BASE PRECINCTS
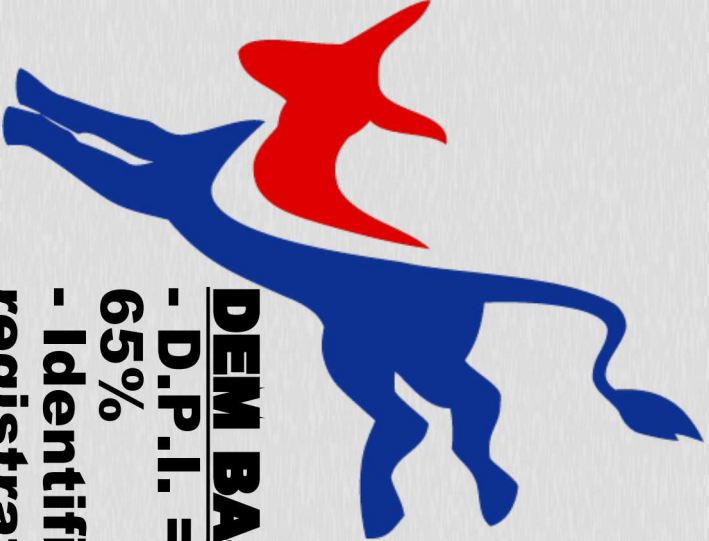- D.P.I. = greater than 65%
- Identification, voter registration, volunteer recruitment, GOTV

REP BASE PRECINCTS
- D.P.I. = less than 35%
- Lowest priority, highly targeted contact only

SWING PRECINCTS
- D.P.I. = between 35% and 65%
- Identification, Persuasion & GOTV

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Calculate Your Final Vote
Goals & Rankings

	Final Vote Goals	Persuasion & ID Ranking	GOTV Ranking
Precinct #1	198	5th	1st
Precinct #2	54	6th	6th
Precinct #3	109	3rd	5th
Precinct #4	121	4th	3rd
Precinct #5	147	1st	4th
Precinct #6	284	2nd	2nd
District Totals	913		

Targeting by Constituency

GLBT
Democra
Caucus

Latinos for AMERICA

LWV
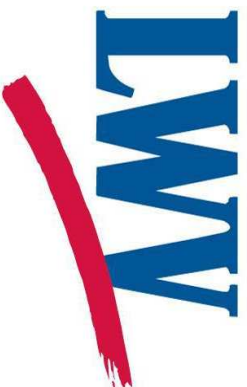
→ Look at your candidate and message

→ Look at your identified supporters

→ Meet with community leaders

→ early

→ Build bases of support

→ Seek endorsements

→ Target niche media

Thank you!

Practice targeting by using the sample spreadsheet (or, if you are running, make a spreadsheet for your race).

Send questions to
training@democracyforamerica.com

Coming up:

Running an Effective Volunteer Program

Trainer: Ruby Reid

6pm PT/ 9pm ET

Democracyforamerica.com/training

training@democracyforamerica.com

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