DEMOCRACY FOR AMERICA

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Building Reflective Democracy: Voter Targeting and Expanding the Electorate

Featuring House Minority Leader Stacey Abrams,
Georgia State Representative, 89th District

May 11, 2017

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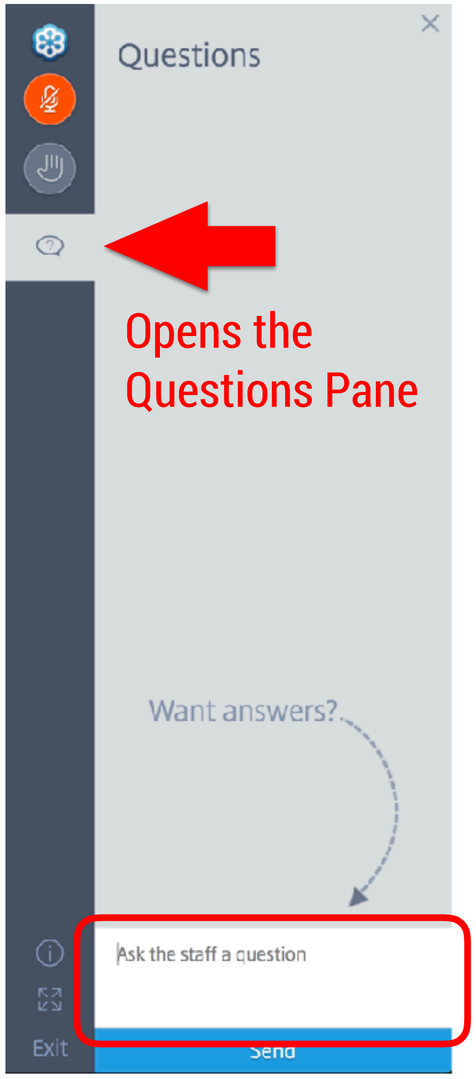
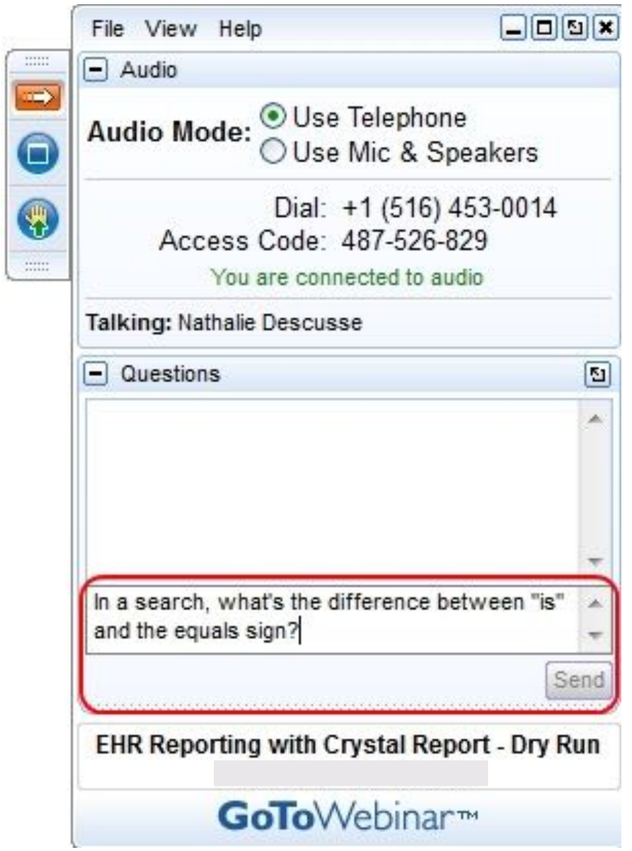
Welcome to DFA Night School!

If you would like to ask a question, you can enter your question in the box on your GoToWebinar tool panel.

Web Browser Interface >



Desktop App Interface



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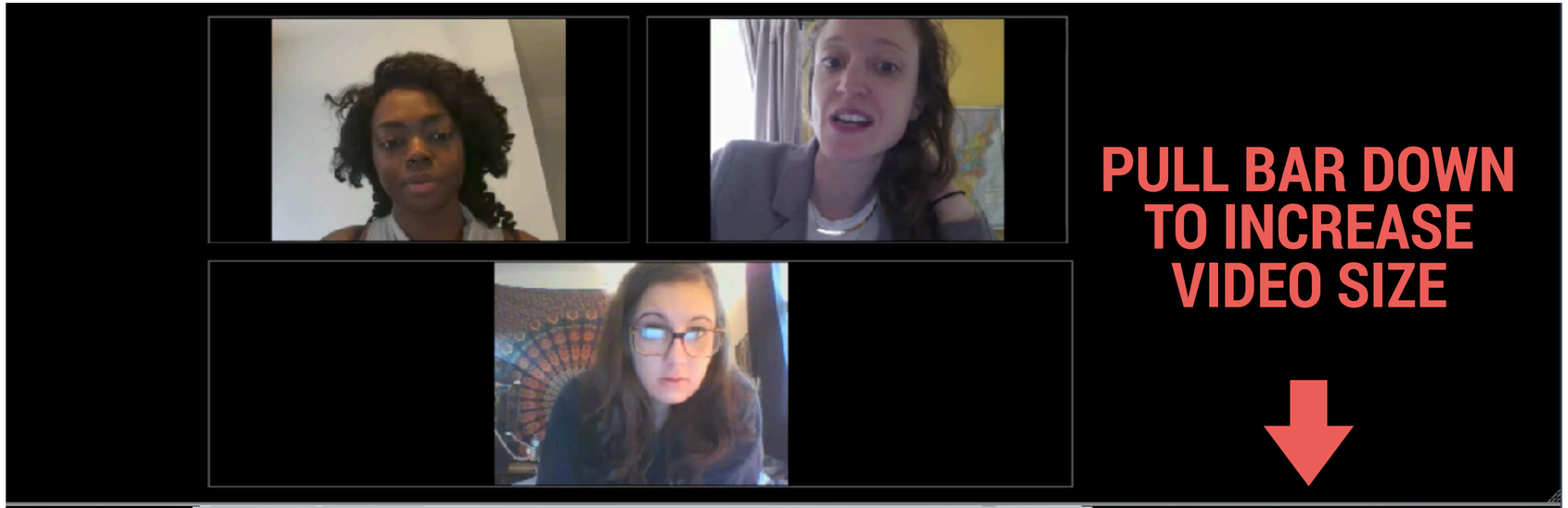

PULL BAR DOWN TO INCREASE VIDEO SIZE

PULL BAR UP TO INCREASE SLIDE SIZE

Calculating Your Vote Goals

	Current Registration	Turnout % in last similar election	Turnout Estimate for current election	Win Number 50% + 1	Vote Goal Safe Margin: 52%
Precinct # 1	740	32%	237	120	124
Precinct # 2	446	55%	246	124	129
Precinct # 3	468	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%**	**1732**	**867**	**902**

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.

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Rep. Stacey Abrams

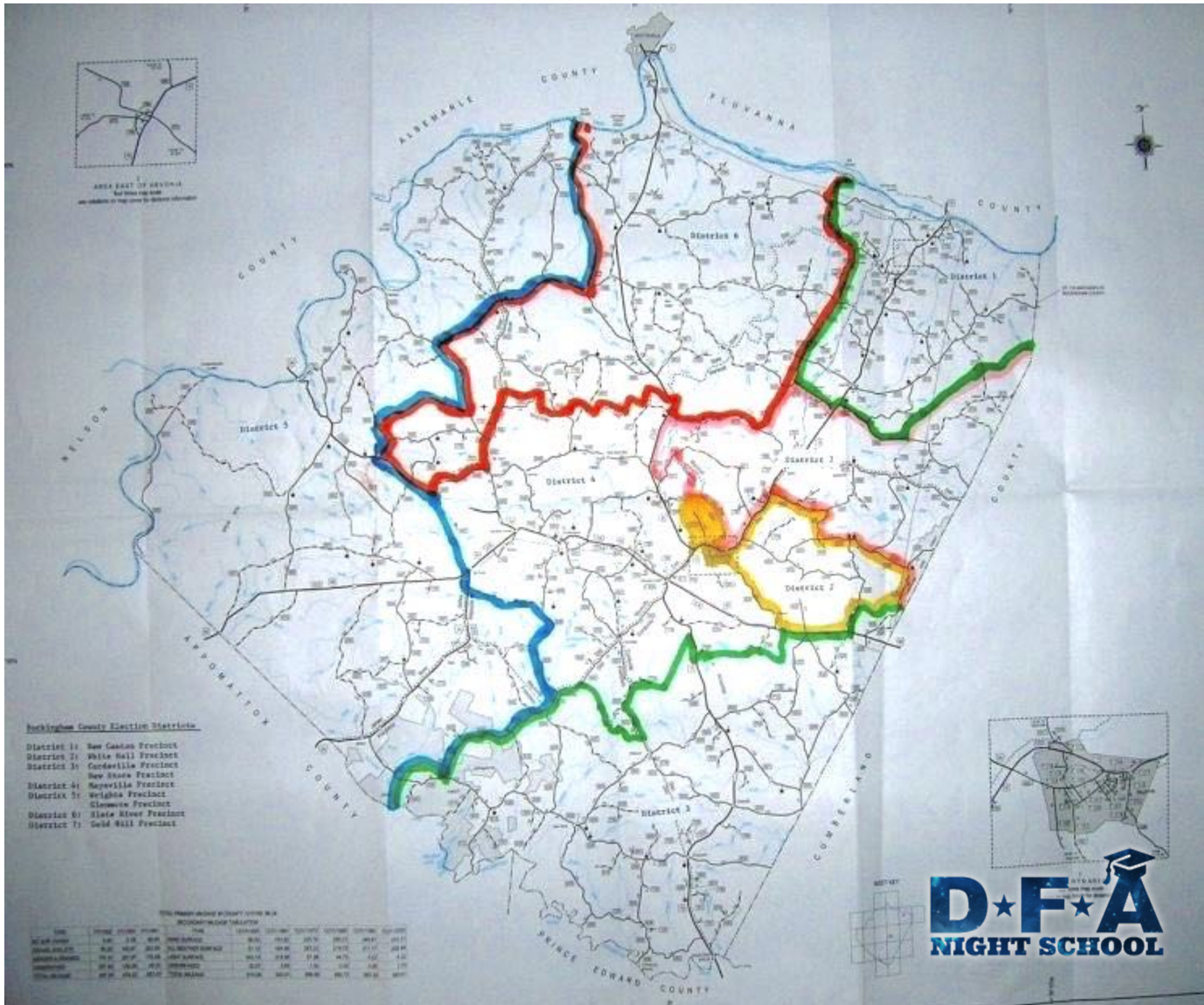
Rep. Stacey Abrams,
89th District Representative

Georgia House Minority Leader

Founder of the New Georgia Project

Your Plan = Blueprint for Victory

- Goals
- Strategy
- Tactics
- Timelines & Benchmarks



Field Plan = Blueprint for Victory

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Win Numbers and Vote Goals

Calculating Your Win Number

1 PROJECT THE TURNOUT

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

2 FIND YOUR WIN NUMBER

Win Number = *(Projected Turnout / 2) + 1*

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Why Do We Target?

Limited Numbers of People

Limited Money

Limited Time

Targeting gets the right message to the right voters

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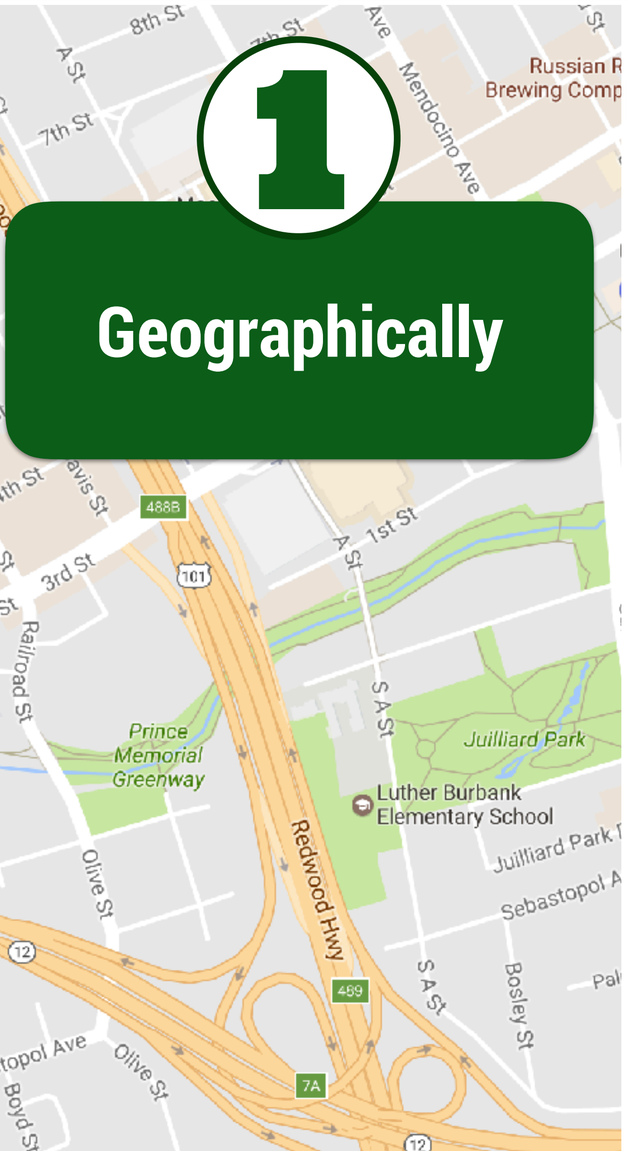
Four Ways to Target Voters

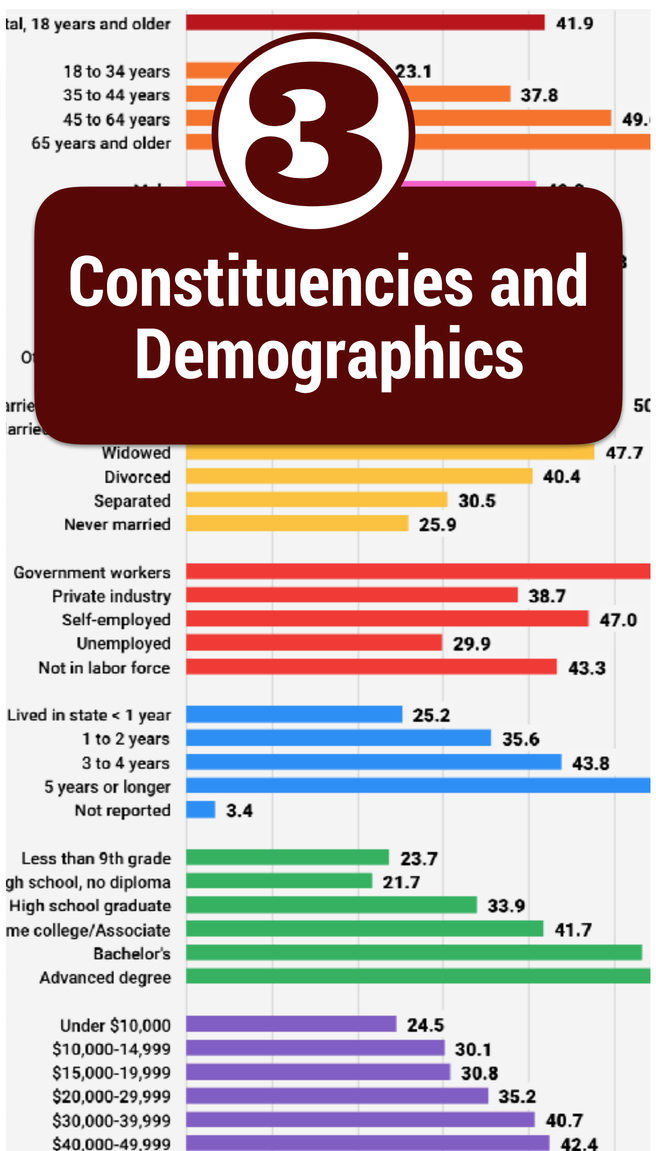
1 Geographically



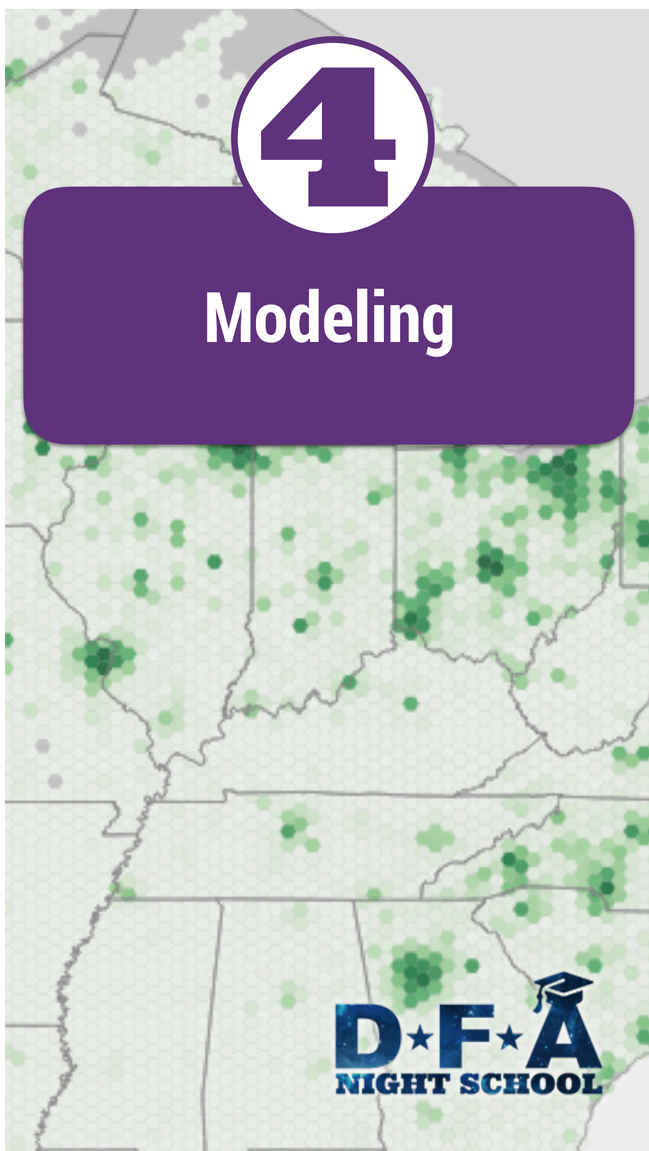
2 Voting History

Birth Date	Gen-der	County	CD	SD	LD
1/1/1965	M		05	45	45A
1/1/1964	F		05	45	45A
					A
					A
					A
					A
					5A
1/1/1936		Hennepin	05	45	45A
1/1/1932	M	Hennepin	05	45	45A
1/1/1973	M	Hennepin	05	45	45A
1/1/1925	F	Hennepin	05	45	45A
1/1/1960	F	Hennepin	05	45	45A
1/1/1963	M	Hennepin	05	45	45A
1/1/1924	M	Hennepin	05	45	45A
1/1/1923	F	Hennepin	05	45	45A
1/1/1939	F	Hennepin	05	45	45A
1/1/1965	M	Hennepin	05	45	45A
1/1/1964	F	Hennepin	05	45	45A
1/1/1939	M	Hennepin	05	45	45A
1/1/1958	M	Hennepin	05	45	45A
1/1/1922	F	Hennepin	05	45	45A
1/1/1932	M	Hennepin	05	45	45A

3 Constituencies and Demographics



4 Modeling



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.

{ Democratic % in *similar election #1* +
Democratic % in *similar election #2* +
Democratic % in *similar election #3* } / 3 = **D.P.I.**

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ESTABLISHED 1948

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Calculate your Dem & Persuasion Turnout

	D.P.I. %	Estimated Democrat Turnout	Vote Difference (Vote Goal - Dem Turnout)	Persuasion % (100% - (D Base R Base))	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 **Estimated Democrat turnout and persuadable voters**. Again, you want to make it harder on yourself.

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Targeting with Voter History

Partisanship

Voting History	Strong Supporter (1)	Undecided (2, 3, 4)	Strong Opponent (5)
Always Vote	**Supporters likely to vote** Base building - leaders, volunteers, funding support	**Undecideds likely to vote** ID, Persuasion	**Conserve Resources**
Sometimes Vote	**Supporters less likely to vote** ID, GOTV	**Undecideds less likely to vote** ID, Persuasion, GOTV	**Conserve Resources**
Never Vote	Identify Your Potential Base, & Landscape - esp. New Registrants	Identify Your Potential Base & Landscape - esp. New Registrants First	**Conserve Resources**

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ALL REGISTERED VOTERS

TARGET UNIVERSE OF VOTERS

SUPPORTERS (1's)

UNDECIDEDS (2,3,4's)

HATERS (5's)

LIKELY SUPPORTERS NOT ID'd

PERSUASION

No More Contact

GOTV UNIVERSE

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Art and Science of Building Votes

Values-driven, organizing-focused, people-powered campaigns to build a reflective democracy, up and down the ballot, in all 50 states.

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Thank You!

- Virtual Open Office Hours:
  Friday from 3pm - 4pm ET / 12pm - 1pm PT
  Dial-in Number: (712) 770-4954
  Access Code: 878593

- Next Night School Training: **June 8th**
  www.democracyforamerica.com/nightschool

- Check out the homework, recordings, and archives there!

- Host a movie night: “13th”, May 18th

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