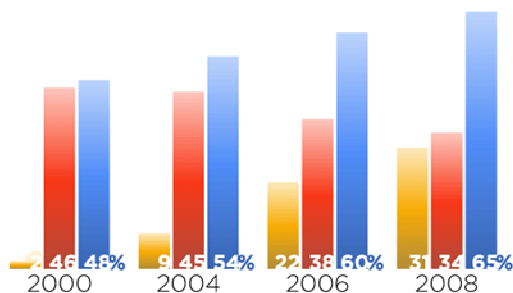


Mobilizing the Youth Vote

using non-trad and tried and true tactics to turn out the 18-35 year old voting bloc



DEM ADVANTAGE
REPUBLICAN
DEMOCRATIC

Source: CNN Exit Polls. Projections for 2008 based on primary turnout data from CIRACLE.
FUTUREMAJORITY.COM

Over 6 million young people voted during the primaries and over 80% voted for democrats.

The 2008 primaries and caucuses prove that the increased youth turnout in 2004 & 2006 along with young voter's overwhelming preference for the democratic party is an ongoing trend, not a fluke.

Peer-to-peer outreach (that is, young people talking to young people where they live and hang out) is still the best method to turnout young voters. In fact, peer-to-peer outreach can increase young voter turnout by on average 12-16%

YOUNG PEOPLE VOTE WHEN TARGETED



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BIG PROPS

We asked young leaders and groups that target young voters to send us their best practices, one pagers, plan and graphics. That is how we developed this guide. So big props go to:

James Hannaway, Obama MI Youth Director
 CIRCLE Staff
 YDA Staff
 Power Vote Staff
 PIRG/New Voter Project Staff
 League of Young Voters Staff

Mike Connery, Future Majority
 Billy Wimsatt
 Ivan Frishberg
 Jane Fleming Kleebl, Young Voter PAC
 Rock the Vote Staff (and former Young Voter Strategies staff which are now part of RTV)

WEBSITES

FIELD GROUPS

yda.org, National partisan group that has chapters everywhere, that has been around since 1932 and further developed the peer-to-peer model used by so many groups now.

cda.org, National partisan group that has chapters on college campuses and is always coming up with new ways to get college students involved.

newvotersproject.org, National group connected to the PIRGs that runs voter reg and voter turnout programs.

NON-TRAD GROUPS

gettraction.org, North Carolina based group that makes politics fun for Gen X and Millennials.

indyvoter.org, National group that works with non-college and young people of color—they have great street team programs and a voter guide program over at theballot.org.

democratswork.org, National group that gets young people involved in community service to show that Democrats live their values.

livingliberally.org, National group that has chapters in tons of cities and towns—everything from Drinking Liberally, Eating Liberally, Laughing Liberally—they are a great place to go to get into niche communities of young people.

busfederation.org, National coalition of state-based groups like Forward Montana, Bus Project and Era Colorado. They put on projects like Pink Bunnies, Candidates Gone Wild and Trick or Vote.

BLOGS/COMMUNICATION GROUPS

futuremajority.org, National blog on youth voting issues, they also keep a running log of best practices—go here to stay up to date on everything related to youth voting

youngvoterpac.org, National PAC that works on national messaging around the youth vote and works with state and federal candidates on youth voting strategies—take a look at their site for candidates to support with your volunteer time and money

WIDGETS

rockthevote.org, National group that has one of the best voter reg widgets where people never leave your website or blog to complete the form—they also then give you access to everyone who signed up using the widget from your site. RTV also has great best practice handbooks.

voteforchange.org, Obama created this site so people can check their voter reg status and find their polling location.

votepoke.org, MoveOn create this site for people to double check their voter reg status and to get their friends to do the same.

brennancenter.org, site that has legal rights of every state geared towards student's voting rights—they also developed widgets you can put on your website or blog.

WHY TURN OUT THE YOUTH VOTE?

Young voters are becoming too large and too active a population for political campaigns to ignore anymore. Recent experience and research shows that **a young person will vote if asked**. We found that peer-to-peer outreach (i.e. young people talking to other young people where they live and where they hang out) is the most effective method when turning out the youth vote.

Studies also demonstrate that party identification develops in early adulthood and an individual's history of voting is predictive of future voting habits. With young people, if they vote for a party three times in a row, in almost all cases they will be a member of that party for life. With a generation as large as the Millennial Generation (42 million strong) and voting in increasing numbers, the party that wins over young voters today, will both win tight races now and build a strong base for the party in the future.

NEED PROOF?

Young people are increasingly Democratic.

- In 2006, young voters diverged from older voters with a sizable plurality of young voters reporting they were members of the Democratic Party. 43% identified as Democrats, 31% as Republicans, and 26% as Independent (compared to 36% of older voters who identify with the Democrats).
- In 2006, nearly six in ten young voters (60%) chose the Democratic candidate in the House of Representatives elections, which was 6% points higher than the entire electorate.¹
- In 2008, 6 million young people turned out for the primary election season—almost tripling the 2004 primary turnout—the best news was that over 80% of young people turned out for Democrats.

More young people are voting

- In 2004, more than 20 million 18-29 year olds voted - a 4.3 million jump over 2000. The turnout increase among the youngest voters was more than double that of any other age group.
- In 2006 the trend continued: the youth vote increased by 2 million over the last non-presidential election. Turnout among young voters increased four times that of the overall voting population.

When targeted, young people vote.

- In 2004, candidate contact with young people increased turnout an average of 9.4% points.²
- On average, when young voters are targeted with a youth specific/peer-to-peer field program, they increase their voting turned out by 12-16% points.

¹ National Election Pool Exit Polls, 2006, via CNN.com.

² Richard Niemi, 2004.

Young people can make the difference in close races.

- In precinct #1, on the University of Connecticut's campus, turnout increased from 1,509 to 2,473 votes cast due to the direct targeting and mobilization of students, putting Joe Courtney ahead of his opponent by 83 votes.
- Jon Tester in Montana won his state by 3,562 votes, and won the youth vote by 8,292 votes.
- Of the 61 House races that were decided by 5% points or less, 21 of the districts have more than 30,000 students in them. If student voter turnout increased by merely 10% in these districts, it would mean thousands of new voters.

The Millennial Generation is huge.

- There are over 70 million Millennials, those born between 1977 and 1997 and they rival the Baby Boomer generation (76 million) in size.
- Within the next 9 years, Millennials will make up more than 30% of the U.S. electorate; they are currently 25%, still a commanding portion of the electorate.

The Millennial Generation is the most diverse generation in U.S. history.

- Of Millennial adults, 61% are white, 17% are Latino, 15% are Black, and 4% are Asian. By comparison, 84% of Americans over 65 years of age identify as white.³

Get Millennials while they are young, and you'll have a dependable voting bloc for life.

- Party identification develops in early adulthood and is essentially stable past the age of 30. A longitudinal study starting in 1964 found that two-thirds of voters still identify with the same party they first voted for. Additional studies show that if a person votes for a party three times in a row, they become a party voter for life.⁴
- In the same study, a majority (56%) of presidential voters have never crossed party lines.⁵
- An individual's history of voting is predictive of future voting habits. A 2004 Yale University study found that a person who votes in one election is 29% points more likely to vote in the next major election.⁶

Young people are civically engaged and paying attention.

- Millennials are more likely than any other generation to have volunteered within the past year.⁷
- In 2005, an all-time high of 83.2% of college freshmen reported that they had volunteered at least occasionally during their high-school senior year and 70.6% reported volunteering weekly.⁸

³ Greenberg Quinlan Rosner Research, *OMG! How Generation Y is Redefining Faith in the iPod Era*, 2004.

⁴ Campbell, A., Converse, P., Miller, W., and Stokes, D., *The American Voter*, Survey Research Center, The University of Michigan.

⁵ Campbell, et al., pg. 87.

⁶ Nickerson, D. *Just How Addictive is Voting and Why?* Yale University, working draft. October 28, 2004.

⁷ Campus Diversity Report, *Today's Generation DotNet*.

⁸ UCLA Higher Education Research Institute, *The American Freshman*, Fall 2005, pg. 1.

- Political awareness among college freshmen is on the rise for the fifth consecutive year increasing to its highest level in more than a decade: 36.4% considered keeping up with political affairs to be “very important” or “essential,” an increase from 28% in 2000.⁹
- 68% of college students say they follow national political news closely.¹⁰

COMPONENTS OF A YOUNG VOTER MOBILIZATION PROGRAM

There are three major components to the implementation of a young voter mobilization program – Partisan List-Building, Persuasion and Getting Out the Vote.

The scope of the program can vary from a large-scale youth specific/peer-to-peer field program to a field strategy that integrates young voters into the candidate’s existing field program. There are also coordination opportunities with the DNC, College Democrats of America, Young Democrats of America at the state level and various progressive groups like Democrats Work, PIRGs, League of Young Voters and Bus Federation. The scale and scope of the campaign will naturally determine the degree of success, the resources that become available and the benefits reaped.

When trying to get young people to the polls, one must throw out the conventional wisdom of “young people don’t vote.” Young people don’t vote at the same rate as older voters because they are not targeted with the same intensity or frequency of older voters. Talk to young voters and they will vote. Having other young people and the candidate do the asking and information giving is even better.

Don’t attempt to do all of the above in the last week before the election, but at least try to do one of the activities. Your volunteers and fellow staffers will get a refreshing break from other campaign activities and your candidate just might win because of the youth vote in the process.

Young voters are inherently transient as they move from home to college, relocate for jobs, change apartments or buy their first home. This makes reaching and turning-out the 18-35 year old voter more difficult as voter registration information is often out of date or inaccurate. Traditional political campaigns have often ignored this age group, literally taking young voters off their walk and mail lists.

Campaigns have justified these decisions because conventional wisdom is young voters are less likely to turn out and therefore require too much time and resources that could be “better” spent on more “reliable” voter groups. A further obstacle seen is that because young people are so transient campaigns don’t have good data on them and current voter files are not set-up to append new information when young voters are contacted—this becomes then a cycle of “mutual neglect”—campaigns ignore young voters, young voters ignore voting.

In 2004, in an effort to break this cycle, YDA led one of the first nationwide peer-to-peer models (called the Young Voter Alliance) which married traditional field techniques (i.e. canvassing, phone banking and literature drops) with non-traditional voter contact methods (i.e. club promotion, locally focused voter guides, street teams) to reach the 18-35 crowd and turn them out for Democrats. The premise was that in order to get more accurate data on young people we needed to go into their neighborhoods, into their bars and coffeehouses and reach them where they live and hang out. The peer-to-peer programs ran in 5 states and proved that targeting the 18-35 crowd is a winning strategy for Democrats—the programs brought about increased youth voting by 12-16% points.

⁹ UCLA Higher Education Research Institute, *The American Freshman*, Fall 2005, pg 2.

¹⁰ Harvard Institute of Politics, *Redefining Political Attitudes and Activism*, November 16, 2005.

While it might be unrealistic for campaigns to run a true peer-to-peer young voter program with both traditional and non-traditional components, campaigns can certainly choose from the components below. These are activities that can easily be incorporated into campaign field plans or partnered with an allied youth group.

PHASE ONE: PARTISAN LIST-BUILDING (APRIL-AUGUST)

A partisan list-building component should be run that augments the existing voter file. A good portion of young people are not registered, and among those that are registered, many have recently moved, so that building a list of registered young voters with current contact information, including cell phones and emails, is critical. Once a young person is registered, they are very likely to turn out and vote when contacted with a traditional GOTV program. **81% of registered 18-29 year olds voted in 2004.**

Because of proven responsiveness of young voters, campaigns are finding that when looking for new voters to win a close race, it is more cost effective to register and turn out young voters than it is to try to find older nonvoters and convince them to vote or find voting members of the opposite party and convince them to cross party lines.

With the advent of cell phones and emails and social networking sites, it is now possible to collect contact information that does not change as often as does their home address.

The list building component should have the goal of registering as many voters as possible and IDing voters who are more likely to vote for Democrats. Because young people are not yet stable in their partisanship, a large list with good contact information is key for persuasion and turnout. As shown in Tester and Courtney's races in 2006, it can also be the key to victory.

Any type of list building takes resources, but building a good young voters list is easier with well trained students on campuses and young people located in priority districts. All these approaches have the side benefit of allowing you to identify volunteers to run youth GOTV efforts on and off campus.

It is worth noting that a list should be built for voter persuasion and turnout. In states with Election Day voter registration, it is less important to include a registration ask. These states have an average 14% points higher turnout among 18-29 year old voters since youth, new to the process, often miss registration deadlines. Promoting the passage of same day registration laws is an easy way to increase your list building effectiveness and young voter turnout activities.

- **Buying a list:** In particularly competitive states, it is likely that a large non-partisan effort to register and turn out young voters already exists. This effort does not need to be replicated, but rather complimented. To do that, the non-partisan voter registration lists must first be bought from the vendors that broker these lists. These lists can be bought early and cleaned up using the best practices for updating young voter lists available from [Rock the Vote](#). They should also be purchased immediately after the registration deadlines. Such lists will be more current than what is on the voter files. Once you have a good list, a field campaign should be run that brings Democratic issues to these voters.
- **Voter registration:** In addition to buying the lists of registered voters from the nonpartisan efforts, it is recommended that partisans conduct registration drives in target areas. Executing an organized voter registration effort will enable you to create a voter file from all the information on the registration forms plus any additional information you might gather (e.g. cell phone, email, volunteer activities, issue preference). In 2006, Young Voters

Strategies ran a series of field tests to find out the most cost-effective ways to register various types of young people. The results and analysis are available on [Rock the Vote](#)'s website. Combining the most effective techniques from this study with dedicated volunteers and interns led by a good field organizer, can facilitate a successful voter registration drive. *Note: see the appendix for more resources on how to run voter registration campaigns on campuses or at concerts/shows.

- **Build a list with “Pledge to Vote” cards:** Research (and common sense) tells us that if a young person “pledges” to vote they do vote in higher numbers. Groups like [YDA](#) and the PIRGs have been using pledge cards for years and it works. Pledge to Vote cards are critical for young voters because you are also able to clean up old addresses, add emails and cell phone numbers all at the same time—and anyone who has ever tried to target young people knows that one of the main obstacles is that they move often. Conducting a Pledge to Vote campaign in places where young people hangout not only helps ID voters, it also helps build your list so that later you can go door-to-door and contact them via email and cell phone. Simply create the pledge to vote cards and arm your volunteers with clipboards. Create fun contest to have them compete with one another to get as many pledge cards as they can in a few hours. Use the information on the pledge cards (name, email, cell, address) to contact young voters before and on Election Day. Various youth groups have found that response rates to voter pledges are higher than to registration ask, so it is recommended that prior to the registration deadline, these two activities be done together. Lead with a ‘pledge to vote’ card, and, if the person is not registered at their current address, give them a registration card as well. A pledge drive of course can continue past the registration deadline without the registration component. Common pledge drives build a list of 10-30% of a college campus population. The Young Democrats of America also ran a partisan ‘pledge to vote’ with non-college young people and found this to be an tactic that canvassers can use in bars and other youth hangouts in order to get young people’s contact information. *Note: see the Appendix for a sample Vote Pledge card.
- **Do a bar crawl:** You can also choose to do a coffee house crawl, a high school crawl, a supermarket crawl....you get the point. Any place where 18-35 year-olds hang out in your targeted areas is where you want to send the candidate and a group of energetic volunteers. Make sure everyone wears campaign t-shirts and that you bring quarter-sheet sized information flyers about your candidate. When you go to places where young people hang out, they don’t want to lug around a big pamphlet, so all you need to do is take text from existing lit, give it a youth spin and create it so that there are four flyers per page. Make sure the info sheets on your candidate have the date of the election, how to find their polling location and the number to call if they face problems voting. You can even bring “Pledge to Vote” cards to the [bar crawl](#) to make the crawl more effective since this way you will have contact information of the young voters you talked to for GOTV.
- **Hit Major Sub-Culture Events:** Going to football games, basketball tournaments, outdoor festivals, street fairs and farmers markets are all good places to hit a lot of young people during the list building phase. This type of activity can be done for visibility purposes during any phase of the campaign, even during the early months when people are not thinking about elections. These locations are good places to hit large numbers of people at once.
- **Using petitions to build a list:** Starting a petition that you will deliver to your opponent or to current Members of Congress is another great way to build a list. Take an issue that is current and relevant to young people and gather signatures, email addresses, cell phones, and any other information you want. You can start paper petitions as well as electronic petitions. Featuring a petition on a peer-to-peer social networking site, like Facebook, is a great way for visitors to take an action while you are also collecting their information. You can

also use your new relationships with YDA, CDA or other youth groups to try and get them to take your petition drive to the streets. Any offline petition drive should be coupled with registration. For the online petition, the contact information collected can be used to follow-up with the young person about registering and voting. Also, an email coupled with a direct mail appeal to these individuals encouraging them to register will have higher response rates since a relationship has already been established (i.e. young people hate unsolicited emails and texts).

- **Build a list with Facebook:** The 2006 coordinated campaign in Minnesota did some brilliant work culling names, contact information, and partisan/political preference off of Facebook profiles. This information was then used to contact young people for registration and GOTV drives. This is a great task for high school students and other volunteers who may not like canvassing and phone duties.

PHASE TWO: PERSUASION (SEPTEMBER-OCTOBER)

Once a list is built, it is time to persuade the young person to vote for your party and/or candidate. Such persuasion efforts should be targeted at identified “undecideds.” The goal here is to deliver your message and then move them either into your column for GOTV contact or out of your universe if they are not supporting your party or candidate.

Research has found that communicating with young voters in authentic, meaningful ways will persuade them to vote for your candidate and/or party ticket. Communicate on issues that are relevant, through mediums that young people use, whether that is online, television channels the youth are watching, or in person using some of the techniques below.

It should also be noted that going to places where young people hang out—bars, coffee shops, comic book stores, etc.—should also be used during the persuasion phase as places where you can continue to have a dialogue with young people to encourage them to vote for your candidate.

- **Hold Town Halls:** Young people respond to communication that encourages two-way dialogue. For example, town hall formats where the candidate appears on campuses and at community events while taking questions from the audience is a great format not only for young voters, but for voters of all ages. You can also hold town hall sessions with churches. Many churches have youth ministries that are interested in engaging on issues.
- **Create a Voter Guide:** A message that is informative—based on facts-- is most effective with young voters. Give youth basic information about the candidates by comparing the candidates' positions on key issue areas like the economy, healthcare, new energy and the war in Iraq. We are all busy and can't keep up with the all candidates and various ballot initiatives. The [League of Young Voters](#) is the expert in this area and they have made it easy for young voters by creating a [voter guide](#) that lists who/what to vote for and why. Leave the voter guides at places like coffee shops, college cafeterias and people's door steps. You can also hand them out as people are headed home from work and school in heavy trafficked areas like bus stops, metro centers, schools and supermarkets.
- **Door to Door:** Nothing beats having young people going door to door to other young people's dorm room and homes. Since young voters are more likely to participate if asked to by a peer, it is ideal for your door-to-door program to use canvassers in the 18-35 (or 18-24 depending on your age targets) demographic.*Note: see the appendix for handouts on how to canvass, dos and don'ts, etc.
- **Operation Transpo:** Some of the best places to contact young people with vote pledges and GOTV reminders is at public transportation sites—bus stops, subways, trains, etc. You might

even take an ironing board to use as your table so folks have somewhere to write and sign up. This will also inevitably attract attention.

- **Back to School:** High school, trade schools, community colleges and universities are all good places to talk to large numbers of young people at once. Ask history and political science teachers if you can have five minutes at the beginning of class to give a rap on voting, registration deadlines, volunteering for campaigns, etc. If you are up to it, and the teachers are, another good way to get in front of a lot of students is to do a presentation on the youth vote and young voter trends. The Obama campaign was very successful in Iowa going to high schools and using yearbooks to get the names of leaders of sports teams and clubs. They then held information meetings with these opinion leaders and got them to do voter registration and issue education campaigns at the school.
- **Street Teams:** Street Teams are dispatched to clubs, and other places where young people hang out, to “talk-up” the importance of voting, disseminate literature and collect data. Just like Street Team members from corporations who go from table to table in bars handing out the new gum or beer, political Street Teams do the same thing but they are selling Democrats. Try to get the “cool kids” and the opinion leaders to serve as the Street Team members since they are already respected by various niche communities and also usually know the bar, club, DJs and indie store owners which gives immediate credibility to the project and easier access to the various venues. Street Team members do everything from registering young people at bars, to putting up posters of a candidate as if they were the newest movie or newest cd. They also talk to young people about issues Democrats stand for and how they are different from Republicans—all this within a peer-to-peer framework and using language that makes sense. *Note: see appendix for sample Street Team plans and one pagers on things like “How to Register Young People at a Bar.”

PHASE THREE: GETTING OUT THE VOTE (LAST 2-3 WEEKS OF ELECTION)

A registered young voter is very likely to vote if asked. In fact, 81% of registered young people in 2004 cast a ballot. If the Get Out the Vote (GOTV) operation is well staffed with young volunteers and campaign staff, you can have a substantial impact on turnout in youth heavy precincts. A study of student heavy precincts conducted by the Student PIRGs’ New Voters Project showed that peer-to-peer outreach campaigns on and leading up to Election Day increased voter turnout significantly – by an average of 157% in the 2006 study. While this was a huge increase, other youth studies have also shown that peer-to-peer GOTV increases turnout on average 12-16% points.

Above all else, keep young people on your GOTV call and walk lists.

Resources get tight in the last days of an election, but the biggest mistake your campaign will make is to cut young people from your GOTV contact lists. Campaigns usually cut young voters out because they have no vote history or they don’t have the same frequency of voting rates that older voters do. Think in terms of a young voter—this may be their first eligible election so of course they have no voting history...yet! Go against the grain and leave young voters on your lists.

Thanks to cost-per-vote analyses, which are profiled on [Rock the Vote](#), it’s not hard to calculate a GOTV program that best fits within a budget and works or, more importantly, doesn’t work. For example:

- Phone banks work: it has a 7.1 percentage point effect on turnout and costs \$10.50 per additional vote.
- Canvassing works: it has a 7.7 percentage point effect on turnout and costs \$10.40 per additional vote.

- Robocalls do not work: it has 0.03 percentage point effect on turnout and cost \$275 per additional vote.
- Direct mail alone does not work: it has no effect on turnout and costs an infinite amount per additional vote. If direct mail is coupled with other techniques like door-to-door and peer-to-peer text messaging it can have an increase in turnout rates.
- **In Person GOTV:** Once there is a voter list, youth can be organized on campus and in communities to do partisan GOTV outreach. There are many in-person GOTV techniques which youth groups have researched and done cost-per-vote analysis. Some basic lessons learned are that:
 - Young people are easy to incorporate into your lists and turnout programs. Excluding young voters from your turnout efforts is a mistake. All research findings demonstrate that young people are just as responsive to personal voter contact as older voters.
 - Quality counts. Actual votes per contact will be higher when the contact is more personalized and interactive and when it is done with a young person contacting a young person. If you do not have the resources to run a full youth peer-to-peer program, than it is suggested you place your younger volunteers/staff in areas that are densely populated with young people.
 - Begin with the basics. Young people need nuts-and-bolts, practical information about how to vote. Efforts that make voting more convenient are quite effective. Provide polling locations, polling hours, map of where the polling location is (visuals matter a lot) and any ID laws that might be in effect in your area.
 - The medium matters more than the message. To date, the growing body of experimental research has **not** found that any certain type of message (e.g. a candidate message vs. a party message) works better than another to improve turnout. It is more about making quality contact. You do not have to have a paid contact program, volunteers can often deliver a local face and local message much more effective.
- **Go Trick or Voting:** The one day every year that people welcome strangers knocking on their door is Halloween. Participate in the Bus Project's annual "[Trick or Vote](#)" program by getting a bunch of volunteers along with your candidate and head to neighborhood streets and community Halloween parties. Create signs saying "Don't Be Tricked By (insert other candidate's name), Vote (insert your candidate's name)" and have volunteers carry the signs. You can even make old-school sandwich boards for volunteers to wear. Get volunteers to dress up as famous Democrats or people that highlight progressive issues that the campaign has focused on during the election cycle (e.g. nurses and doctors to symbolize health care for all). Use this Halloween holiday as a creative time to reiterate your message, get some earned media coverage and increase visibility.
- **Street Marketing, Wheat Pasting and Graffiti:** There is one thing that every good club promoter knows—if you want to get young people in the door you must get your message out in cool and appealing ways. One of the techniques they use is street marketing, [wheat pasting](#) and graffiti, which is basically plastering walls, fences, telephone poles and other surfaces with your poster and message. This technique is key because, not only does it remind young people to vote, it does so in a way that relates to them. Be aware of all local laws however before you engage in any such postering projects.

- **GOTV using Technology:** While comprehensive studies have not yet been done on the effectiveness of the different technological means used to turnout voters, it is reasonable to assume that technology outreach should help you reach young people because it is the means of which they are communicating with each other. From GOTV reminders on social networking sites to text messaging constituents on Election Day to emailing your list, the possibilities are endless. In general, the key to these technologies is creating systems that allow outreach campaigns to personalize the contact. A text message from a recognized number or an email from a friend will have far greater impact than will a message from a random number or email address. An adequate field GOTV plan may work to build acquaintances and friends into the voter list, so that whenever possible, outreach will be conducted by peers. Young Voters Strategies has close ties to leaders in the fields of emerging technologies and can provide expertise and specifics where and when needed.
- **Illboards:** No, its not a typo. Billboards have been part of campaigns forever, but when targeting young people one should be little more hip—hence an “illboard.” Instead of a traditional billboard, you should instead rent the billboard space but get a local artist to do a cool voting message. Always include the actual date of Election Day on and the hours the polls will be open.
- **Freedom Riders:** One group of young people often ignored by Democrats are those in car and motorcycle clubs. Locate where the car clubs meet (usually once a month in a parking lot) and get to know the organizers. Of course you can do vote pledges here, but you can also get these folks to do visibility events for GOTV. On Election Day and even the days leading up to Election Day get them to carry handmade banners and rally signs about voting for Democrats.
- **GOTV on Campus:** Setting up and operating an on-campus table where students are given information on where the closest polling locations are and the times they are open is key. Studies have also shown that if you highlight the route on a map from their dorm to the polling location, you increase the likelihood the student will vote.
- **On Election Day, Throw a Party at the Polls:** Why not make polling locations fun? A place where people will want to come back to year after year. Throwing a [party at the poll](#) has been shown to increase turnout by 10%. Bring food, music, rally signs, candidate lit, balloons, just about anything to make it fun and welcoming. We forget that voting can at times be intimidating. Placing youth volunteers at polls, especially those that are populated with a lot of young people, and making the atmosphere fun can increase the likelihood that young voters will stop and go into vote. Make sure to follow your state’s rules on how far back you must be, it is usually around 200 feet from the polling location.

HOW TO LISTS, TIPS, PLANS, HANDOUTS, SCRIPTS AND GRAPHICS

RECRUITING AND KEEPING VOLUNTEERS

WHY A VOLUNTEER IS THERE ONE DAY, GONE THE NEXT

If you don't ask, they will not come back. Use the same principle in asking for donations: If you don't ask, you don't receive.

They do not think their time was valued. No one wants to feel that their time was wasted or not appreciated.

No one explained the importance of the tasks on which they were working. Explain that stuffing envelopes allows for donor letters go out, which causes donations come in, thereby giving our candidate a fighting chance.

They were asked to stuff envelopes one too many times. While stuffing envelopes and other mundane tasks are easy to give to volunteers, you need to mix the jobs up so volunteers have a diverse range of tasks on which they are working. That is, of course, unless the volunteer specifically requests to stuff envelopes, which does sometimes happen!

Burn Out. It happens to staff and it happens to volunteers. If you notice a volunteer giving day after day, invite them to a special event to hang out and not work.

No reminder call, email or letter. Use technology to the fullest extent possible when it comes to reminding volunteers of their shifts. Send a quick email or make a call. You can also develop a monthly volunteer sheet to be mailed out at the beginning of each month.

They are not superheroes. Staff members often take advantage of volunteers, which will cause volunteers to feel too burdened with responsibility. Check in with the volunteers and make sure their task load is balanced.

Keep the volunteer area clean, fun and full of refreshments. If you can't manage to keep it clean, assign that task to a volunteer who loves to clean and who loves to put up fun quotes, newspaper clippings, etc. Who likes to come and work in a pig pen?

No love. Recognizing volunteers is critical to keeping people coming back and increasing their involvement with the campaign. Treat volunteers the way you want your boss to treat you. Have senior staff and surrogates talk with the volunteers and occasionally do the volunteers tasks with them.

No training. What may come as second nature to you may be a whole new world to volunteers. Train. Ask questions. Train some more.

You can never thank a volunteer enough for their help. Unfortunately, in busy campaigns, volunteer appreciation is usually overlooked. Paid staff members are often the worst offenders: only giving volunteers errands, ignoring volunteers, or treating volunteers rudely. Volunteers, in the end, are as much of a factor in the success of a campaign as are paid staff members. In an effort to make volunteer recognition as easy as possible, we have compiled some inexpensive and free ways to appreciate volunteers and make them feel more plugged in to the campaign.

- Create a ritual for new recruits. Hold a ceremony, throw a party, or have a scavenger hunt with old and new volunteers on teams together. This helps build the team and increases the chances of the volunteer sticking around.
- Create Volunteer Central. This is where volunteers sign in, see charts of the campaign's progress, and post pictures of other volunteers. Have a Volunteer of the Week.
- Put volunteers on the campaign listserv so they receive regular updates on the progress of the campaign.
- Invite volunteers to events at which they will have fun and will be able to interact with key staff or important surrogates. Many campaigns have "celebrities" who will do events for them. Invite a volunteer to come as a guest, and not to work.
- Create a name for the group of volunteers who volunteer for a certain number of hours each week or month. You can then brand this group of volunteers with a special t-shirt or button. Other volunteers can then strive to be a part of this group.
- Have periodic volunteer meetings where volunteers can interact with staff and be updated on any new campaign activities and voice their opinions or concerns.
- Create a recognition wall of pictures of volunteers doing campaign work. As other people come in to volunteer, this may motivate them to help out and get their picture on the wall.
- Throw a recognition party or put together a volunteer night out at a local bar or restaurant to thank volunteers. It might also be good to host an event, like a barbecue, at someone's home.
- Provide snacks and refreshments at each volunteer project.
- Create a "survival kit" for new volunteers. Have some of the more experienced volunteers decide what goes into the kit. Include practical things, like campaign stickers to wear when they are canvassing and fun things like a stress ball.
- Have theme days for the volunteers. "Hawaiian Shirt Day," "Crazy Hat Day"- and have them dress up for the entire day.
- Create a fun way for the volunteers to participate in meetings. For example, use kazoos for the volunteers to blow if they approve of an idea.
- Place maps in the volunteer office. Have each volunteer place a pin where they are from and write their hometown on a piece of paper posted next to the map.
- Conduct monthly "one-on-one" meetings with volunteers. Each meeting might last approximately ten minutes. Discuss their volunteer assignment, trainings they may need, and their overall opinion of the program.

- Keep a piece of flip chart paper on the wall in the volunteer office. Ask volunteers to write suggestions, ideas, or great things that are happening in their volunteer placement.
- Keep a list of everyone's birthdays. Have a staff member make a birthday card for the volunteer. Treat them to coffee or lunch.

QUICK RECOGNITION IDEAS TO ENERGIZE AND EMPOWER VOLUNTEERS

- Handwritten thank you notes are always appreciated. If a senior staff person or a candidate can sign the thank you, even better. This is a MUST for the end of the campaign.
- Personalize the gift as much as possible (i.e. place the volunteer's name on the gift).
- Make a list of what makes each volunteer "tick" and design the gift with that in mind (e.g. for book lovers, donate a book in their name to a local school).
- Purchase mini flashlights with notes like, "your vision is our guiding light!" or, "thanks for your bright ideas."
- Give a small packet of aspirins (or fill a jar with fake aspirin-like jellybeans) with a note saying "For all your hard work...I know it has been a headache."
- On a small sachet of potpourri or a set of candles, string a note saying "Our project is complete, oh the sweet smell of success!" or for candles a note could say "It is better to light one candle than to curse the darkness."
- Send a bottle of wine with glasses and attach a note saying "A toast to NAME for a job well done!"
- Bring in cinnamon buns and have notes around everyone's seats saying "Thanks for working your buns off during the campaign."
- Give a volunteer an engraved post-it note holder and a pack of post-it notes that say on the first page "Thank you for your noteworthy accomplishments."
- Find a rabbit's foot key-chain or another good luck symbol (e.g. a horseshoe) and string a note "We're lucky to have found such a great volunteer."
- Send a basket of apples with a note "You are the apple of our eye."
- Place a label over a bag of M&Ms that reads "You are Marvelous and Motivational."
- Find inexpensive snow globes (they even have snow globes that you can add pictures to) and attach a note saying "I know you feel snowed under right now...I'm here for you."
- Paste a note on a mini-box of frosted flakes saying "You're Great because..."
- Give volunteers a pack of lifesavers with a certificate saying why they are lifesavers.
- Place a note on a box of Cracker Jacks saying, "Thanks for the Cracker Jack idea."
- Make cupcakes and place a big banner saying, "You all take the cake."
- Go to a novelty store and buy some of those funny glasses and attach a note saying "I'll help you see this project through."

- Bring in balloons with notes attached to the string saying “Your ideas and energy in the training are so exciting, I could just pop.”
- Take pictures of everyone on the first day. Then get plastic frames that you can write on with paint, and put funny things they do throughout the campaign, such as nicknames, etc. around the border of the frame. You could also paste the picture on a piece of construction paper, post them, and tell staff to go around and write positive notes to each volunteer.
- Write a letter to a volunteer and send a copy of the letter to their significant other or their mom.

Dear Kim,

I want to personally commend you for the hard work and quality service you have been providing to the Rendell for Governor campaign. Your contributions have been essential to the success of our voter contact program in Philadelphia. The extra attention and hours you donate to the program are exemplary and I applaud your dedication. I am proud to have you as part of our team. Thanks again and keep up the good work!

Getting Out the Vote,

Joe, Campaign Manager

ONE-ON-ONE MEETINGS WITH VOLUNTEERS

There will inevitably be times when you need to give constructive criticism and feedback to a volunteer. The following points will assist during the feedback session you hold with a volunteer:

Golden Rule: Praise in public. Criticize in private.

- Review the volunteer job description and day-to-day responsibilities. Discuss current program “load” to assess if there are any problems or concerns. If the description needs to be revised, work together on a revised position description.
- Find a private, quiet area to give the feedback session.
- Never give feedback when you are angry.
- Feedback is best when it addresses behaviors that the volunteer can do something about.
- Do not overlook the positive feedback.
- Make the session a two-way street. Do not dominate the conversation.
- Discuss possible educational or personal training and development the volunteer needs or desires. See what resources the community or school has to offer.
- Be very specific, especially when presenting negative feedback. Be able to cite a specific example or incident. Focus on actions, not attitudes.

Avoid the General	Focus on the Specific
You were a big help during the volunteer monthly meeting.	Asking for everyone's input during team time helped us get out the best ideas for the GOTV plan.
You were not very supportive during the monthly volunteer meeting.	You waited until the very end of the meeting to tell us you thought we were going in the wrong direction on the GOTV plan.
You don't seem to care about the campaign anymore.	You have not attended the last two GOTV planning meetings, and you do not return Jackson's phone calls.

TEN WAYS TO ENSURE VOLUNTEERS RETURN

- 1. Make sure the volunteers first experience is a rewarding one.** Train them thoroughly before they begin their task and take the time to answer any questions they have. Give them ongoing direction and lots of positive feedback. Most importantly, give them a job that is set-up to succeed.
- 2. Make their workplace as comfortable as possible.** Try to provide your volunteers with a comfortable, clean and well lit space that is conducive to work in.
- 3. Make sure adequate supervision is available for volunteers at all times.** It is important to always have a person available who can answer any questions volunteers might have. The supervisor needs to be working alongside the volunteers in the same space to be most approachable and accessible.
- 4. Take special care of your most productive volunteers.** All volunteers are not created equal. When you find your best people willing to do the toughest jobs, hang onto them and treat them like gold. Especially avoid burning them out on less demanding or less important tasks.
- 5. Listen to input on the campaign from volunteers.** Volunteers should always feel valued, especially when giving suggestions or constructive criticism. Ask them what the campaign or organization can do better and take their answers seriously.
- 6. Make ample use of thank you notes and insider emails.** The more the volunteers feel appreciated and connected to the campaign or grassroots organizing efforts the more you will see of them. Give them the first look at a new commercial, send them weekly emails of weekly talking points, etc.
- 7. Maintain consistency in communicating with volunteers** - Continuity is important to volunteers. People feel more comfortable when they deal with the same person time after time. It also allows the coordinator/leader to keep better track of volunteers and how they can help the campaign the most.

8. Don't become impatient with inexperienced volunteers - There's a good chance they are unclear about what they should be doing or they may not like the task. Make sure they have adequate direction and, if necessary, find them a new task.

9. Have senior staff or any VIP's visit with the volunteers - A visit from a high ranking campaign official or surrogate is rejuvenation for the volunteer and it shows how important their work is to the campaign, you can never give a volunteer too much recognition.

10. Make a good volunteer into a good campaign leader - The key to organizing is always getting people to take on more: more work and more responsibility. Make your best volunteers coordinators of other volunteers. The more people you have recruiting and coordinating the more volunteers you'll have and the more you'll get done.

TEN REASONS VOLUNTEERS DON'T RETURN

1. Time. Getting people to take time out of their busy lives means making the campaign a high priority for them and keeping them engaged.

2. Nobody asked. While people are willing to volunteer, they still need to be asked; it's rare that someone will continue to sign-up on their own.

3. Not understand the importance of volunteering for a specific project. For someone who hasn't volunteered before, they may not understand the importance of what we are asking them to do. If they don't think it will matter, they will feel they would be wasting their time.

4. The activity itself. Unfortunately, too often volunteers are asked to do the worst jobs on a campaign or for organizing efforts. They are asked to do jobs that don't suit their talents or personalities. Again, they need to understand how important the task is even if it can be distasteful at times.

5. Over burdening volunteers. Most volunteers have busy lives and limited time. It's important to know how much people are capable of doing and encourage them to do the most without pushing them too far or over loading them. The goal is to keep them coming back, not to burn them out quickly.

6. Not reminding volunteers. If people aren't reminded, they won't show.

7. Unrealistic expectations. Volunteers want to succeed and feel they are contributing. Giving volunteers tasks that cannot be accomplished will push them away. While some volunteers want to be treated like staff, they aren't staff.

8. Changing expectations and assignments. Consistency and ability to succeed are critical. Yanking people around on different things and not allowing them to complete a task becomes frustrating.

9. Poor volunteer environment. If a workspace is ugly, dark, smelly, cluttered and lonely, why would anyone want to come back? Volunteering is a social activity for many and they want to be in a productive and clean environment.

10. Lack of appreciation or recognition. Everyone wants to be appreciated. Especially when they are making a sacrifice to do something they think is important. One can never be thanked too much.

THE STEPS AND TERMS OF VOTER CONTACT

Voter Registration

- Online using Rock the Vote or Working Assets tool
- Offline on college campuses, coffee shops, bus stops, etc.

Voter Identification (often called IDing)

- Via Door-to-Door
- Via Phone Banking

Voter Persuasion

- Via Door-to-Door
- Via Phone Banking

Early Vote

- Use phone, tv, web and door to door to sign people up for early voting ballots

Get Out The Vote (GOTV)

- Reminder Calls
- Personal Polling Locations
- Ride to Polls

VOTER REGISTRATION BEST PRACTICES

While its true that a voter registration card is just like a gym membership, it does no good unless you use it...we also know that a person is very likely to vote if they are registered. In fact 81% of young people who are registered voted in the 2004 election.

Voter registration laws vary from state to state. However, there are some federal laws that all campaigns should know and make sure their staff and volunteers aware of when it comes to young voters since even today, young people and students are often disenfranchised from voting.

There are many misconceptions about voter registration that make people, especially poorer and younger people, nervous about getting involved. Registering to vote does not, in any way, affect a person's obligation or relationship to the government, their school, or the military. Registering does not affect financial aid, it does not register you for a draft, it does not change your tax status, or your family's, and it does not sign you up for jury duty. However, **voters must register each time they move**; remind people of this. If your fans are young, they move around a lot, and they probably need to register again.

- A federal law, the 1998 Higher Education Act, requires all colleges and universities to make voter registration forms available to all students.
- A 1979 Supreme Court decision ensures that students are legally allowed to register at their college residence address. In most states, a person is eligible to register the day they move there.

- North Dakota does not require voter registration.
- Minnesota, Maine, Wisconsin, New Hampshire, Wyoming, and Idaho allow same-day registration (meaning you can register up to and on Election Day).

It's a good idea to contact your county elections commission, clerk's office, registrar, or whichever office handles elections on the city, county, or local level.

- They can provide you with voter registration forms (try to request and collect the forms well before your planned registration activities, and re-stock when you get low on forms).
- They can train/deputize you if your state requires this before you register voters.
- See if they can also provide you with a "Frequently Asked Questions" guide or other information to have as an on-the-spot resource for questions, and keep their phone number handy during your registration drives.
- Ask for the locations of local polling sites and whom to contact in the event of a problem on Election Day. A little research at the beginning can go a long way towards helping things run smoothly on November 4th.

VOTER REGISTRATION GUIDE FOR WEBSITES

It is a good idea to place all the information for your state on your website, facebook page and in an email to supporters. Here is a sample one from the Scott Kleeb campaign in Nebraska.

REGISTER TO VOTE IN NEBRASKA GUIDE

Sometimes [registering to vote](#) for the first time, or re-registering with a new address, can be a little confusing. So we went ahead and listed some important dates as well as some websites you can use to get more information. Please call or email our office if you have any questions, 402-461-1114, info@scottkleeb.com.

Quick Links:

[Voter Registration Form](#): Fill out the form online, print and mail it in by October 17th, you can walk it in by October 24th!

[Early Voting Ballot](#): Fill out the form and mail it in by October 29th, the early voting ballots must be received by Nov. 4th.

[Polling Locations](#): Find your polling location (tool coming soon), polls are open from 8am-8pm on Nov. 4th.

[County Clerk Offices](#): Find your county clerk office where you can register, change your address, request an early voting ballot and bring your early voting ballot back to...this is your one-stop shop place!

Important Dates:

- **October 17th, Last Day to Mail Your Voter Registration Form:** October 17th is the last day for you to mail and postmark your voter registration form to the Secretary of State if you are not registered or if you need to change your address, party affiliation or name. You can fill out and

then print the voter registration form (and make changes to your address) using our online [Voter Registration form](#).

- **October 24th, Last Day to Bring Your Voter Registration Form Into the County Office:** October 24th is the last day for you to bring your voter registration form into your local [county clerk/election commissioner's](#) office.
- **October 29th, Last Day to Mail in Your Early Voting Request for Ballot Form:** October 29th is the last day to [request an Early Voting ballot](#) to be mailed to you so you can vote from the comforts of your home.
- **November 4th, by 8pm CT:** All Early Voting ballots whether personally delivered, delivered by agent or delivered by mail must arrive by the closing of the polls on Election Day, 8pm CT.
- **November 4th Election Day:** November 4th, from 8am-8pm CT, is the day to go into our polling location (tool to find your polling location coming soon) and vote for Scott Kleeb!

If you are registering for the first time:

- You can use the [Rock the Vote registration tool](#) on our website to complete your voter registration form. You must PRINT the form once you completely fill it out and then MAIL it in. The address you need to mail it to pops up on the form. This is really easy to use, we recommend this option!
- If you don't want to use the online registration tool, you can go to any library, driver's license center or [county clerk/election commissioner's](#) office to get a voter registration form. You then must fill that out and mail it in.
- You must be eligible to vote, which means the following (from the Nebraska Secretary of State's office):
 - Be a United States Citizen;
 - Be at least 18 years of age on or before Nov. 4th, 2008;
 - Live in the State of Nebraska (there is no residency time requirement, so the day you move to Nebraska you can register to vote);
 - Have not been convicted of a felony, or if convicted, at least two years have passed since the completion of your sentence for the felony including any parole term (Note: if 2 years have passed since you completed your sentence, including parole, [you CAN vote](#));
 - Have not been officially found to be mentally incompetent.

If you are already registered but need to change your address:

- You can use the [Rock the Vote registration tool](#) or you can walk into your [county clerk/election commissioner's](#) office to change your name, address or party affiliation. You do NOT have to be registered as a Democrat to vote for Scott, in fact many Republicans and Independents plan on voting for Scott!

Special Info for Students:

- **Voting at Your Home Address or School Address:** There are no laws that say you must register and vote at your school or parent's home address, so please do not let anyone try to tell you that there is (in fact if someone tries to tell you that, call our office immediately). In 1979 a Supreme Court decision ensured that students are legally allowed to register at their college

residence address because college students were being discriminated against and blocked from voting. Unfortunately, we know it still happens today in some places. We encourage all students, even if you moved here to go to school from a different state, to register and vote in Nebraska. We believe you live in your college community for at least four years and that you are part of that community. You can use the online voter reg tool on our website, or you can go into your local [county clerk's office to register in person](#). Lastly, there are no residency time requirements in Nebraska, so the day you move here, you can vote here as long as you properly register.

- **Voting with a Mail-In Early Voting/ Absentee Ballot:** If your parents also live in Nebraska and you do not want to change your address, you can simply request an Early Voting ballot (directions above, although people refer to it in different ways—Absentee, Early and Mail-in—they all mean the same thing that a paper ballot will go to your house. Nebraska is a state that allows anyone to request a mail-in ballot which means you to get to vote early and don't have to worry about going to the polls on Nov. 4th (although many folks tell us they love getting the "I Voted" sticker 😊).

Further Info:

www.sos.ne.gov: This is the Secretary of State's website; they oversee all voting and registration issues. They also have a new program that encourages young people to become poll workers, so check that out!

www.nebraskademocrats.org: This is the Nebraska Democratic Party's website; here you can find updated information on the Democratic candidates running in Nebraska and other party activities.

NON-TRAD OUTREACH

SAMPLE STREET TEAM PLAN FROM 2004

The Alliance Ohio will either bring on additional workers or shift some of their highly productive canvassers to the non-traditional program. The Alliance Ohio will run 8 non-traditional shifts a day. These shifts will be divided as three (3) shifts in Columbus and Cincinnati and two (2) shifts in Cleveland. The shifts will be divided up among the Operation Transpo Program, The Ironing Board Soldiers, and the Health and Community Center Outreach Program. Meaning that The Alliance Ohio will rotate their workers among these three projects on a daily basis, therefore we may have one person riding buses and two people at different locations ironboarding or we may have two people at clinics and one person on a bus. The local organizers will decide which programs will be utilized on certain days but the workers will be trained in all three programs.

Each worker will be responsible for collecting 40 names a shift. The workers will work seven day work weeks, and will need a weekly total of 280 contacts. The Alliance Ohio will be paying our workers 224 dollars a week. This is based on the traditional formula of paying a canvasser \$32.00 for a four hour shift. However, we will not have an hourly limit set on our non-traditional workers they will be paid based on supplying the 280 contacts a week. If they are unable to meet their quota they will be paid .80 for each contact. While we do not set an hourly guideline on our workers we expect these goals to be accomplished in no less than four (4) hours and no more than six (6) hours.

STAGE ONE

Stage One for our non-traditional program will begin on August 16, 2004 and continue through September 26, 2004. During Stage One our workers will be doing data collection. They will be taking names and completing surveys of any and all people they meet that are between the ages of 18 -35. The workers will be working off of the same script as the canvassers and will be ascertaining each contact's presidential preference, what issues are important to them, and making sure they are registered to vote. These contacts will then be entered into our central data base.

8 shifts a day x \$32.00 a shift = \$256.00 a day

256 x 40 days = 10,240 dollars for Stage One

STAGE TWO

Stage Two begins on September 27, 2004 and ends on October 23, 2004. During Stage Two our non-traditional workers will be reconnecting with the contacts they have already made through traditional canvassing as well as during the day through non-traditional methods. They will be doing precinct based work during the day notifying our targets of where their polling place is located and doing persuasion based on the issues we have already identified, as well as helping with our events and volunteer recruitment. They also will be educating people on the requirements for absentee voting.

8 shifts a day x \$32.00 a shift = \$256.00 a day

256 x 27 days = 6,912 dollars for Stage Two

GOTV

During the GOTV phase our non-traditional workers will fold in with our traditional workers to implement a GOTV strategy of contacting everyone within our targeted universe one final time and getting them excited about the election and also letting people know about absentee ballots.

8 shifts a day x \$32.00 a shift = \$256.00 a day

256 x 10 days = 2,560 dollars for GOTV

256 x 40 days = 10,240 dollars for Stage One

256 x 27 days = 6,912 dollars for Stage Two

256 x 10 days = 2,560 dollars for GOTV

\$19,712 total worker's budget

STAFF

The Alliance Ohio's current field organizer's have already begun identifying some of the places and individual contacts that are necessary to implement this non-traditional program. In addition to the field staff currently in place in each city The Alliance Ohio will add two additional workers at a rate of \$200.00 a

month to assist with the non-traditional program. Ideally these individuals will specifically handle the Church Program and High School Outreach and assist the Field staff as needed with all other programs.

\$400 a month x 3 offices = \$1,200 a month in additional staff

August – \$600 dollars

September- \$1,200 dollars

October- \$1,200 dollars

Total Staff Budget – \$3,000

Total Project Budget- \$22,712

PHASE 1 [JULY]

Data Collection: Movement Marketing street team members will attend on a weekly basis the largest clubs and events in the above mentioned markets. While attending these events teams will collect email addresses and other information to funnel through YVA which will be used to ensure voter turnout in November.

Retail / Lifestyle Stores: Hand-deliver material to key retail & lifestyle outlets. While promoting at these various outlets the team will create eye catching displays.

PHASE 2 [AUGUST - SEPTEMBER]

While most record companies utilize poster board sniping as a means of visual promotion. Movement Marketing could utilize poster board sniping as a street visual for voter registration. The life of a snipe is only 4 days or less, until it is torn down and thrown away. Movement can attack high traffic areas with poster board sniping as a non-traditional guerilla approach to creating a “buzz” behind the campaign.

- Data Collection
- Retail / Lifestyle
- Poster Boards

PHASE 3 [OCTOBER - NOVEMBER]

Movement Marketing can coordinate the wheat pasting of posters that promote YVA’s agenda on construction sites in 5 swing states. The wheat pasting campaign will be done in conjunction with NPA/JRI advertising. Movement marketing has a great relationship with such companies and can ensure the best rate for wheat pasting campaigns. In major cities across the US, this form of guerrilla advertising remains the best visual in the streets.

- Data collection
- Sniping
- Retail lifestyle
- Wheat pasting

HOW TO DO VOTER CONTACT AT BARS

DO YOUR RESEARCH

Where can you find the most unregistered voters? Do you want to go to the upscale 40-something bar in the suburbs or the 20-something bar downtown? By both online research and talking to volunteers that know the area, you should be able to determine a list of bars with both a large number of people and a demographic that is less likely to be registered to vote.

Call the bar before you go. They usually are very willing to let you come in, but don't like it when you just show up—and if you do just show up, definitely talk to the bartenders before you start registering people. If you have “chum” to spare, like t-shirts, buttons, etc. offer it to the bartenders. They usually put the t-shirt or button on and this helps your cause. Bartenders, waitresses, etc. are often opinion leaders, trendsetters and validators. So get them hooked and other young people will follow.

Also do your research on voter registration laws. Some states require anyone that is registering voters to be “deputized,” so make sure you follow the law/rules.

PICK THE RIGHT TIME

You don't want to start registering voters at 3 AM in a rowdy sports bar. That's not fun for anyone involved. 9 PM on most Thursday and Friday nights are generally good times to start.

RECRUIT THE RIGHT VOLUNTEERS

They should be over 21, committed, tested volunteers. Talking to strangers in bars about registering to vote is a harder task than making ID calls or stuffing envelopes (you can even recruit the same folks who normally go around in bars handing out cigarettes or cds, these are your best volunteers for this setting). Pick 3-5 of these volunteers and arrange a meeting place at 9 PM. If there is a sympathetic bar, then that is a good place to start. Gather every volunteer's cell number and put them in your phone. Ask volunteers to wear the candidate's shirt, it helps a lot with the conversation starting.

Every volunteer should have-

- Voter registration cards (NO clipboards- It makes people think we are soliciting. Volunteers should keep voter registration cards in their pockets.)
- Pens
- A bunch of candidate stickers
- A cell phone with text message capability

MAP A ROUTE

Pick 5 or more bars to hit in roughly the same area, if possible. The route might change as the night goes on, but it's good to have an idea of where to head. Also think about late-night food places (pizza, fast food, etc.) where young people eat food late at night. Include them on your route.

FAN OUT

At your first stop, survey where people are and establish a game plan. How are people clustered? How can we divide volunteers so we hit everyone? Have each volunteer team up with another and spread out. If members of your team are under 21, have them hit people outside the bar or in the street.

TALK TO PEOPLE

Volunteers should be sociable, but have voter registration at the center of their conversations. As a general rule, volunteers should not spend more than 5 minutes talking with a given person or group of people.

GIVE SOMETHING OUT

It's a good idea to give something to the young person you registered. A small handout from the campaign or even a handmade photocopied piece of paper cut in four squares that has your name, email and website on it so if they want to get involved they have someone they can contact. You might also want to put a local Facebook or MyBO page on the flyer as well. And ALWAYS put the election date on it. Just because we live and breathe elections every day we often forget that most people don't and that they need constant reminders of when the big day is!

MOVE ON

As volunteers start running out of people to talk to, send a mass text message (you should have their numbers stored in your phone) to your volunteers, telling them to meet outside the bar. From there, you will move on to the next place, registering voters on your way, as well.

CHECK-IN AND SCHEDULE NEXT WEEK

If your team of volunteers had a good experience and you registered a lot of voters, keep doing it with the same people. Experiment with different times and places for voter registration to see what works best. Develop your own techniques and, of course, ask your volunteers for their ideas and suggestions of what went great and what you can all do better next time.

WORKING A SHOW

Set Up the Gig: If you want to work a particular band's show, call the band (or message them on MySpace or Facebook) and ask them if you work their merchandise table if you can also register young people and talk about the upcoming election. Once you have their stamp of approval you can go to the next step.

Get There: Be on time! If you are working voter reg or vote pledges at a show, you're essentially "with the band" so you need to be there 30-60 minutes before the doors open. There probably won't be anyone to greet you. Look for a buzzer, load-in door, back door, etc. until you get in. You're on the Guest List and the band knows you're coming! If somebody stops you, smile, look 'em in the eye and recite the following: *"Hi, I'm [name], I'm working the merch table for [band] and [contact person] is expecting me."*

Set Up The Table: When you chatted with the band they probably told you how they want their stuff displayed, they also usually have road guys/girls with them that might set it up for you. If there is no

table, ask the bar manager if you can get one and a few chairs. For the voter reg and/or pledge cards you should bring:

- 4 clipboards
- Plenty of pens
- Tape and scissors (they always come in handy)
- Plenty of voter reg card, vote pledge cards and absentee ballot request forms
- Flyers or candidate lit on issues you think young people will care about—it is even better if the flyers have the election date and a website where they can find their polling location and times
- Any swag from the candidate or party...buttons, bumper stickers, etc.

Talk to The Band: After you set up the table, go talk to the band. Let them know who you are and ask if they can give a shout out from the stage a few times about registering to vote over at the merch table and why they are voting this year.

Work the Line: Once the table is set up and you've said 'hi' to the key players, grab a clipboard, a pen, and a stack of Issue Cards and get outside to work the line waiting to get in. This is a GREAT time to get email addresses and have conversations with people. They're bored and it's much quieter out there than it will be once they get inside.

Work the Table: As soon as doors open, make sure there's at least one volunteer at the table at all times. Get folks to register to vote as well as take some Issue cards/candidate lit to read later. It's important to be proactive about this, but there's a fine line between being inviting and being irritating. Keep in mind that everybody's there to have a good time and most of them just won't be in the mindset for a rambling political manifesto. Wave, smile, get them to come over to the table. After that, most people will be ready to move on.

Work the Crowd: If the venue is particularly large or the show is split into All Ages downstairs/21+ upstairs, then swap turns working the table and working the crowd with a clipboard. Arm yourself with a couple of pens, a clipboard, vote pledges, voter reg forms, and a random handful of the issue/candidate flyers. Go have conversations with folks and get them to sign up on the list. You can give their friend a flyer to read while they're busy writing.

Watch the Show/Have Fun: This is a must-do! Busy Time at the table will be right after doors open, between bands, and after the headliners are done. In between, the table will be pretty much dead and you're expected to Have a Good Time. Either take turns going to watch the show or you can all hover "near" the table together. And yes, if you are over 21, it's okay to have a beer. Just don't have lots because you are the leader on site and should never, ever risk being drunk.

Stuff to say when approaching random people with a clipboard: Here are some good opening lines you can use. It is all about having a brief conversation with folks and getting them to take action, whether that is to sign up as a volunteer, sign up to register to vote, sign up for an absentee ballot or to sign a voter pledge card. Use these lines to start the conversation, but always do an "ask."

"Hi there, I'm with the (insert candidate's name) campaign, she's running for Congress and wants to know what's the #1 issue you care about."

"Hi there, if you were Senator for a day and could solve any problem, what would it be?"

"Hey, are you registered to vote?"

Put a sign on your clipboard that says "Ask me About My Clipboard"

“Hey you want a free button/sticker/etc?”

“Can you help me out? I am trying to get 10 people registered tonight, are you registered at your current address?”

“Politics isn’t about politicians or parties, it’s about people and issues. Can you sign this voter pledge promising you will vote for Democrats so we can actually get some leaders in the white house that won’t screw our generation?”

After the Show, Stay til the Bitter End: The show ain’t over ‘til the fat lady sings. Or in this case, the security guys/gals start yelling at people to get the hell out. The table will be swarmed after the last band is done—especially if the band gives us a shout-out from the stage (this happens a lot). Nothing’s worse than a band telling 500 people to go register to vote “right over there” and then having nothing to point at. Bad! So stay there and register folks who come over. After all that is done, pack everything up so you can head home.

Finally and Lastly, Blog About the Event: Some people say an event never happened unless the press knows. The way we can make sure press and more young people know that young people are taking ownership of this election is to write about it. Go on www.futuremajority.com and blog about the show. Post a few pictures, tell folks what worked, what didn’t and how you are going to do it again.

CANVASSING PLANS, TRAINING AND BEST PRACTICES

CANVASS PLANNING

Develop a Plan

- Goals
- Targeting Information
- Budget
- Timeline

Determine Routes

- The areas the campaign is targeting will have been defined by the Field Manager.
- Ensure you have access to the buildings. Large apartment buildings and dorms on campuses are often not accessible.
- Rural areas are often to spread out to canvass, unless you are canvassing an entire town. Inner city canvassing can require special safety precautions.
- You should try to make sure the canvassers reflect the demographic makeup and socio-economic area they are being sent to. You should never send a team that only speaks English into a primarily Hispanic area

Recruit Volunteers

- Remember: local face, local message. Recruit volunteers from the community. Do not rely solely on college students or individuals from other areas coming to help.

Train Canvassers

- Develop a training geared specifically for your audience (i.e. if you have an all volunteer canvass team, don’t train them as if they will be doing canvassing 8 hours a day).

- Go over the role of canvassers and how they fit into the overall structure of the campaign.
- Post the goals of the canvass so folks know that their individual goal (e.g. talk to 10 voters per hour) is part of a larger canvass goal (e.g. 200 voter contacts per night).
- Ensure the canvassers have at least three talking points regarding the campaign/candidate that they can recite in their own words.
- Give them the prepared scripts.
- Practice the script by role playing.
- Have experienced canvassers come in and give pointers.
- Practice how the canvassers will record information.
- Make sure emergency numbers are taped on the clipboards.
- Give them helpful hints and dos and don'ts that they can review.

Materials + Walk Sheets

- Arm the canvassers with plenty of literature and any stickers or other giveaways the campaign has on hand.
- Walk sheets should be prepared ahead of time by the Field Manger.
- Practice reading the walk sheets.

Designate a Leader

- No matter how small the operation, someone should be designated to manage the canvass. The work does not end when no one is out actively canvassing.
- Training continues, canvassers must be continually recruited, and performance bolstered. Materials need to be maintained and, most importantly, data needs to be collected and designated for the appropriate response.
- A good manager makes canvassers feel good about what they are doing, and thus they make a better impression on the voters at the door.

Evaluate + Regroup

- Thank canvassers once they return to headquarters.
- Collect all data.
- Ask for any anecdotal success stories and things they would change next time.
- Ask for help putting away any extra materials.

CANVASS TRAINING TIPS

Before a volunteer goes out to canvass for the first time, hold a training session about the importance of canvassing and create a Dos and Don'ts list together. Canvassers should feel a sense of pride and ownership about their work. That's why it is important to help them develop the Dos and Don'ts list together.

Canvassing is the single most important aspect of a winning field program. It is the most personal and most effective way to achieve direct voter contact and persuade voters to support the campaign and get them to vote

Responsibilities of a Canvass Organizer include:

- Making sure the canvassers have all the necessary materials needed when going out to canvass (Palm pilots, phones, walk lists, materials, voter registration cards, etc.)
- Motivating the participants to keep up the necessary pace.

- Collecting and processing the results of the day's door knocking.
- Training the participants on message, delivery, and logistics of the canvass.

Why Canvassing?

A canvassing program can deploy campaign workers and volunteers in a given neighborhood to appeal to the voters directly. Voters often say they feel out of touch with politicians, especially in statewide and national campaigns. Going door-to-door brings campaigning back to the streets: it is what used to be referred to as "shoe leather campaigning." It is important to remember, however, that a canvass is only one layer of message delivery and should not be a stand-alone tactic.

Introduce why the campaign is canvassing. A well-trained canvasser is a tremendous weapon. The advantages of canvassing are:

- **Personal Touch** – People want to talk about the candidate. It gives the voter an opportunity to participate in the campaign and gives an opportunity for the voter to ask questions and feel heard.
- **Message Delivery** – The mass media sometimes confuses voters about issues. When a voter is face to face with another person, this is a perfect opportunity to educate them on the issues important to the campaign.
- **Visibility** – People like to be part of a winning team. Seeing lots of volunteers in the streets for the candidate gives people hope and motivates them to volunteer, donate and vote.
- **Data Retrieval** – The data the canvasser is able to retrieve from the voter (i.e. issue stances, for whom they are planning on/leaning towards voting, email addresses, etc.) is critical to the next steps of the campaign.

Share personal success stories. Share stories about how they have gotten someone involved in the political process or why they are volunteering.

Empower canvassers to take pride in their work. There is a groundswell of individuals getting re-engaged in the political process. Empower the canvassers and the people they talk with to continue to get involved and invested.

Brainstorm with the group Dos and Don'ts. Develop a list on flip chart paper outlining the dos and don'ts and discuss them with the canvassers. Post the list on the office and make a copy for all volunteers. Your list should look similar to this:

Dos	Don'ts
Dress in a casual professional manner	Over or underdress
Respect private property	Cross over lawns or enter closed porches
Ensure your own safety	Be efficient with your time
Approach the door with confidence	Ignore "Beware of Dog" sign

Smile and be polite	Invade personal space
Be attentive and a good listener	Take rejection personally
Be flexible with responses	Get off message
Be yourself	Act unprofessionally

RULES TO REMEMBER WHEN GOING DOOR-TO-DOOR

1. **Never step inside a house you are canvassing.** This will keep you in view of other canvassers and allows you to not get delayed at the door. It is much easier to disengage from the voter when you are standing outside the door.
2. **Always have a drop off and pick up location.** Pick a cross street that is central to several canvassers if possible. Sometimes it may be a local convenience store. It is important that the driver and canvasser or supervisor be punctual and sets a realistic pick up and drop off time.
3. **Know where other canvassers are walking.** The canvass supervisor and/or drivers should have a map that indicates all of the canvass routes. Also, each canvasser should keep track of the last time s/he saw a fellow canvasser.
4. **Carry your map with you.** Make sure each canvasser has a highlighted map of their route and knows the pickup and drop off points.
5. **Use your best judgment.** Do not go to any house you do not feel comfortable approaching – your personal safety is a priority. You should always be aware of your surroundings and keep an eye on who is in the neighborhood and where other canvassers are located.
6. **Always enter an apartment building with a partner.** If you are going to canvass inside a building, do it in teams. Work the floors together so you can keep tabs on your partner. Follow the same safety rules as other doors.
7. **Shake the gate.** Always shake the gate or fence to alert animals that you are about to enter the property. Once you have assessed the animal you can decide whether it is safe to enter.
8. **Do not put literature in the mailbox.** It is against the law to put any literature you are carrying in the mailbox. You may leave it at the door, but not in the mailbox.
9. **Safety, Safety, Safety.** Keep the essentials with you. Always carry your map to know exactly where you are in relation to other canvassers and the pick up point. You may choose to carry a whistle to catch the attention of other canvassers and to scare off dogs. Last, always keep your wits about you – think first, be aware of your surroundings and use your common sense.

CANVASS SAFETY TIPS

Do:

- Always use the correct entrance or walkway.
- Look for and use the doorbell or doorknocker. Assume it works even if

you didn't hear it from outside. Wait at least a minute before knocking firmly.

- Be polite and courteous.
- Follow the script.

Don't:

- Accept gifts of any kind from anyone.
- Enter an individual's home.
- Debate or argue with the person.
- Cross or walk on the grass.
- Jump over the banister or railing.
- Knock on the glass or screen door.
- Be alert and aware of the area in which you are working.
- Always wear your identification badge on the outside of your clothes and above your waist.
- Leave the assigned area without notifying and receiving permission from your driver and/or supervisor.
- Use profanity.
- Smoke, drink alcohol or chew gum while canvassing.
- Canvass after 8:30pm.
- LEAVE YOUR PARTNER FOR ANY REASON!!!!

PARTING THOUGHTS BEFORE YOU GO DOOR-TO-DOOR

1. Follow the canvass walk map and script for an effective door-knocking campaign.
2. Always double-check to make sure you have all your canvass material before you begin your door-knocking day.
3. Smile, be fearless and don't take anything the voter says personally.
4. Wear appropriate clothing. Dress for the weather.
5. Have a plan for a pick up and drop off location and stick to it. Be on time.
6. Listen: be attentive to what people say at the door. If they request anything from you write it down so you can follow-up.
7. Never argue. If people make you angry, smile and thank them for their time. Be proud.
8. Keep accurate records. Always make sure the information you record on paper or in your palm is correct.
9. Don't make promises at the door that you cannot deliver.
10. Remember that personal contact with an individual is very important. Your efforts are part of a statewide canvass to change the world and make people's lives better.

INTRO: Hello, may I speak with (insert name from walk sheet). My name is (canvasser name) and I work for the Young Voter Alliance here in Detroit. We're in your neighborhood today to talk about why 18-35 year olds should vote for Democrats and progressives up and down the ticket in the upcoming election.

For the past 8 years the Republican administration has let us down. All Americans, including young Americans have a right to affordable health care, a safe world to live in, and quality employment. In 2008 our voices will be heard and our votes will be counted.

We're asking young people three very brief questions to identify the issues that are important to you. It will only take a minute. Is there anyone in the house between the ages of 18 -35?

If the wrong age or not interested:

Thanks for your time and have a good day

If the right age and interested:

Great. Thanks for making your voice heard

1. Have you decided who you will be supporting in the upcoming presidential election?

<i>1 – Strong Democrat</i>	<i>5 - lean Republican</i>
<i>2 - Lean Democrat</i>	<i>6 - Reform</i>
<i>3 – Undecided</i>	<i>7 – Lean Reform</i>
<i>4 – Strong Republican</i>	<i>8 – Green</i>

If person is a Republican, thank them for their time and move on to the next house.

If a person is leaning Democrat, soft Republican, Reform, leaning Green, or Undecided;

ID them on issues and deliver the PERSUSASION message (see attached talking points)

2. What issues are most important to you?

<i>1 – Healthcare</i>	<i>5 – Economy/Jobs</i>
<i>2 – War</i>	<i>6 – Environment</i>
<i>3 – Terrorism</i>	<i>7 – Crime</i>
<i>4 – Education</i>	<i>8 – Other (please note on sheet)</i>
3. Are you registered to vote? Y/N

If a person is undecided or a supporter of your candidate and not registered to vote then ask them if they want to register to vote.

END: Thank them for their time; ask them if they are interested in volunteering. Also point out that the candidate's web address is on the flier if they want to learn more about the candidate.

PHONE BANKS

PHONE BANK PLAN: VOTER ID TO GOTV

Phone banks are used for raising money, recruiting volunteers, establishing voter identification and increasing voter turnout.

Preparation

- Select phone bank leaders/supervisors at least six weeks before election
- Order precinct sheets by street address six weeks before election
- Select a safe phone bank site (ask labor unions, senior centers, etc)
- Ensure site has adequate heating and air conditioning, enough phone lines, good acoustics, rest rooms, parking, proximity to public transportation and accessibility for disabled volunteers
- Add missing phone numbers
- List precincts in priority order, according to size and voter turnout
- Write instructions and script for callers
- Select days/times for calls to voters
- Provide rulers, pencils, and highlighters
- Store marked precinct sheets in a safe place

Running Phone Banks

- Make calls 6-8:30 p.m., Monday through Thursday
- Assign callers to phone bank sites
- Assign supervisors
- Issue precinct sheets, instructions, script, rulers, pencils, pens
- Have system to record responses (e.g. S - support; 0 - opposed; U-undecided; X - unaware of election or candidate)
- Line out wrong or disconnected numbers
- Call back busy lines and no answers
- Note names offering to work in campaign
- Note names willing to donate money
- Note names asking for more information

___ Allow five rings before hanging up no-answer calls

Election Day Phone Prep

___ Make calls to see who needs rides to the polls

___ Precinct sheets by street address for poll-watchers

___ Instructions for poll-watchers

Teach poll-watchers about Voting Rights Law

- 1) If you forget your ID you can still vote by Provisional Ballot
- 2) If records incorrectly show that you have moved or already voted, you can vote
- 3) If you are physically disabled or over the age of 65, you can vote at the curb outside the polling place
- 4) If you have a physical disability or you cannot read or write, you can get help to vote
- 5) If you are in line by 7pm on election day, you can vote
- 6) You are entitled to vote without being harassed.
- 7) If there is any question about your right to vote, you can still vote by Provisional Ballot

___ Instructions for drivers

___ Maps for drivers

___ Polling place addresses for poll-watchers and drivers

___ Recruit volunteers: poll-watchers, drivers, visibility

___ Secure food + drink donations for volunteers on Election Day

___ Supplies: general office + campaign signs, stickers, chum

Election Day Phone Program

___ Volunteers assemble, dispatch to work sites, canvass and do visibility

___ Volunteers knock on doors, remind folks to vote, where they vote (or leave door knocker)

___ Volunteers call to ask if people voted (and for who) and if they have not voted, volunteer encourages them to vote before the polls close

___ Volunteers are at major intersections with signs

___ Check polls, beginning 4:30 p.m.; again 6:30 p.m.

___ Call supporters who have not voted, starting 5:00 p.m

___ Stop calling at 7:30 p.m

___ Adjourn to Victory Party

Phone banks are one of the most commonly used forms of voter contact for voter identification and voter turnout. A phone bank is basically when individuals use phones to contact potential voters for a number of reasons: identify what issues or candidates an individual supports, recruit volunteers, raise money, build crowds, etc.

Finding a Location – If a campaign decides to install phones for a phone bank, you will probably want to separate your phones from the campaign headquarters. Often allied organizations like labor unions, trade associations, senior centers and veterans groups will rent space to you to install phones.

Phone Bank Checklist

- ✓ Is it safe?
- ✓ Does it have adequate heating and air conditioning?
- ✓ Does the building have enough phone lines?
- ✓ Are the acoustics of the room good?
- ✓ Is there a rest room available?
- ✓ Is there free or accessible parking?
- ✓ Can you get there by public transportation?
- ✓ Is the building accessible to the disabled?

Find Phone Bank Supervisors – Every phone bank should have a supervisor who will be in charge of the volunteers and making sure the phone bank is running efficiently.

Recruit Callers – The most important part of a phone bank operation is the callers. Without them there would be no phone bank.

- *Over-recruit* - Recruit twice as many callers as you need in case of no-shows
- *Recruit for specific days and times* – Get specific commitments so you can hold callers accountable to their promises. If they can only make it two hours out of a four hour shift, you need to recruit someone else for the other two hours.
- *Reminder Calls* – Callers need to be reminded at least once to show up; twice if they signed up more than two weeks prior to the night they are coming in. Every caller should be contacted the day before they are scheduled.

Develop a Script – Scripts should be concise and reinforce the message being used in all campaign communications. It is important to remember that when you are making a political call, you are intruding into a person's life, uninvited. Remember how happy you were to talk to the last person who tried to sell you something over the phone. It's best to keep scripts simple and to the point.

Run Lists – Make sure to use the voter file to create easy to understand call lists with room for notes. The lists should be run well in advance of the phone bank, with extra names in case people finish early. Call lists should also be given out in order of importance.

Set-up a Schedule – Be realistic, start with running phone banks one or two days a week and then, over time, gradually increase the frequency. Be sure to schedule them well in advance so volunteers can schedule themselves for future times.

Phone Bank Structure - A phone bank structure is very simple. Phone banks will be made up of one phone bank supervisor and callers. The phone bank supervisor will oversee callers and report back results, problems, etc. to campaign staff.

PHONE BANK SUPERVISOR INSTRUCTIONS

Sign In Everyone

1. **Sign-in sheet:** Make sure volunteers fill out a sign in sheet with their address, phone number, and email address. The form should include a box to fill in the time they arrived and the time they left.
2. **Where are your callers:** If someone has not signed in 15 minutes after they were scheduled to arrive, call them to find out what happened. If they simply forgot, ask them to come in anyway or reschedule them. If an emergency came up, reschedule them for another night or determine a good time to call back to reschedule.

Train Each Volunteer

1. **Explain why the campaign is making the calls:** Put a purpose behind their work and place their calling within a larger context so they understand what they are trying to accomplish. Explain what kinds of calls they are making, to what universe, and what information you need from the calls.
2. **Go over the script:** Even if they have done phoning before, it may be a new script or different calls. Sit with them while they read over the script, then read it out loud so they hear pacing, tone and style. Do a role play if it would help. Make sure they know if they should leave messages on machines and what the message should be.
3. **Go over the call sheets:** Even if they have phoned for you before they may be using a new set of sheets with different fields or coding. Make sure they understand each field and know how to fill out response fields. Provide a list of codes and what they mean.
4. **Ask about special needs:** Some callers talk very loud and need to be isolated, other want to be close to the bathroom. You may have a blind caller who needs you to read them names and numbers. Make sure you ask if a caller has any special needs. If they do a good job, make sure you remember their needs next time.

Monitor the Callers Throughout the Session

1. **Work in the same room:** It is important that the supervisor be accessible to the callers and that they see you working hard to fill the phones. This generates a sense of teamwork and makes the callers feel more important than the supervisor is in some private office or removed from the volunteers. This also allows you to keep them on the phone and make sure they are working.
2. **Walk around regularly:** You need to be accessible and hear how the callers are doing. Listen to a couple of calls from each volunteer and work with them on their pitch. Check on how they are filling out their call sheets to make sure they are doing it correctly.
3. **Ask people how it's going:** Get feedback from the callers on what they're hearing. Listen carefully, make suggestions and take constructive criticism. Avoid long conversations until after phoning hours are over.

Before a Caller Leaves

1. **Collect all materials:** Make sure you have all of their call sheets, scripts, code sheets and any other materials you handed out. Don't ever let anyone take lists home with them even if they promise to complete the list and bring it back.
2. **Sign them up again:** NEVER LET A VOLUNTEER LEAVE WITHOUT SIGNING THEM UP TO COME BACK. Always make sure you have your phone bank calendar with you and get each caller committed to phoning again before they leave. It's much easier to get the commitment in person then over the phone.
3. **Sign callers out:** Fill in the "out" box on your sign-in sheet so you can keep track of how many hours you had people phoning. This will be useful for your nightly reporting as well as for future volunteer recruitment.

After the Phone Bank is Over

1. **Collect and report nightly numbers:** Every night you will be asked to report numbers for the phone bank, depending on the kind of calling being done and the reporting needs outlined by the campaign staff. Whatever numbers you are asked to report should be put together before you leave the phone bank location. You will always be asked to report on the number of callers, the number of total phoning hours and the number of contacts.
2. **Clean up after yourself:** Most of the time, your phone bank will be located in an office that is used during the day. Make sure the space is left in better shape than when you got there. Collect all paper and clean up any areas where volunteers were working. If you are able to leave your stuff at the phone bank, make sure it is put away neatly in a place that nobody else will see it.

VOLUNTEER CALLER INSTRUCTIONS

Make sure you have the following material:

- Voter call lists
- Call Script
- Pen and Pad of Paper

1. Be polite
2. Read the script straight through without engaging in conversation or debate but don't sound like a robo-call.
3. If the voter you are trying to reach is not home, leave a "reminder to vote" message on his/her answering machine or with whoever answers the phone reminding them to vote. Also, leave the phone number to call if they need a ride to the polls.
4. If the voter needs a ride to the polls, fill out a "ride to the polls" form and give it to your phone bank captain. Make sure you confirm the voter's street address and phone number before you turn the forms over to your phone bank captain.
5. After each call, record the result neatly on the call list by circling the appropriate code:

- | | |
|-----------|--|
| Y | You reached the voter and reminded him/her to vote |
| LM | You left a message reminding him/her to vote |
| NA | No answer or busy signal |

WR Wrong phone number or phone number disconnected

R Needs ride to the poll

6. Make each call quickly and try to reach as many voters as possible (remember: the clock is ticking and time is crucial!).

PHONE ID/PERSUASION SCRIPT

INTRO: Hello, may I speak with (insert name from call sheet). My name is (caller name) and I work for the AI Franken Campaign. I'm calling you tonight to talk about why 18-35 year olds should vote for AI Franken and Democrats up and down the ticket in the upcoming election.

For the past 8 years Norm Coleman has let us down. All Americans, including young Americans have a right to affordable health care, a safe world to live in, and quality employment.

We're asking young people three very brief questions to identify the issues that are important to you. It will only take a minute. Is there anyone in the house between the ages of 18 -35?

If the wrong age or not interested:

Thanks for your time and have a good day

If the right age and interested:

Great. Thanks for making your voice heard

4. Have you decided who you will be supporting in the upcoming presidential election?

<i>1 – Strong Democrat</i>	<i>5 - lean Republican</i>
<i>2 - Lean Democrat</i>	<i>6 - Reform</i>
<i>3 – Undecided</i>	<i>7 – Lean Reform</i>
<i>4 – Strong Republican</i>	<i>8 – Green</i>

If person is a Republican, thank them for their time and move on to the next call.

If a person is leaning Democrat, soft Republican, Reform, leaning Green, or Undecided;

ID them on issues and deliver the PERSUSASION message (see attached talking points)

5. What issues are most important to you?

<i>1 – Healthcare</i>	<i>5 – Economy/Jobs</i>
<i>2 – War</i>	<i>6 – Environment</i>
<i>3 – Terrorism</i>	<i>7 – Crime</i>
<i>4 – Education</i>	<i>8 – Other (please note on sheet)</i>
6. Are you registered to vote? Y/N

If a person is undecided or a Franken supporter and not registered to vote then ask them if they want to register to vote.

END: Thank them for their time and ask them if they are interested in volunteering. Also give them Al Franken's website so they can learn more info and keep up to date with events.

GOTV PHONE SCRIPT

Hello, my name is (caller name) and I am a volunteer with the Young Democrats of America. I wanted to remind you that Election Day is Tuesday, November 4 and that the Democrats need your vote. This election will be extremely close, and the youth vote can be the difference between winning and losing. When you go to vote please vote for Democrats up and down the ticket. The polls open at (time) and close at (time). Your polling location is (polling location).

Thank you for your time, and remember to vote for Democrats up and down the ticket at (polling location) before the polls close at (time) and remember to bring an ID with you.

Mark every person you talk to on the call phone list as follows:

V	Voter Voted Already
R	Voter was at home and reminded them to vote
LM	Voter was not home, left a message
BN	Bad number

SAMPLE GOTV CANVASS PLAN 2004

MADISON UNIVERSE

The Madison GOTV Universe is broken down into three different Universes.

1. **Alliance ID Universe** - 7767 projected IDs, and 3495 projected young IDs. These come from our traditional and non-traditional canvass program and will be hit the weekend and Monday before Election Day.
2. **High DPI & Youth Pop. Universe** - The isthmus (wards 35-39) is our base. It is all 50%+ young and 85%+ DPI. We'll do a volunteer blind canvass here the weekend and Monday before Election Day, hitting 5000 households.
3. **Election Day Universe** - On Election Day we will fold into the America Votes coalition, as all of our wards will be blind flushed by the ACT paid canvass. Our 15 paid canvassers will become one team within the ACT program, ideally hitting southside wards that have become some of our best areas.

Overall, we have 6399 GOTV-able IDs (Democrat, Lean Democrat, and Undecided) in our target wards (as of October 3). We estimate we'll increase that number by 70%, with total projected GOTV IDs of 10,878. These represent all ages, however, so an estimate of our young IDs (taken at 45%), is 4895.

That said, some of our prime turf, located in the isthmus area of Madison (Wards 34-39 & 43), is likely to turn out at rates upward of 90%, both because of concentrated efforts by other groups but also because it's just a very politically aware and progressive area in general. It really doesn't make sense for us to spend valuable resources GOTVing these wards, at least not on the ground on Election Day.

The rest of the turf will be divided into geographically contiguous zones. They are, in order of priority:

Zone	Wards	IDs to Date	Projected IDs	Young IDs
Southside	Fitchburg 4, 5, 6; Madison Town 1, 2, 3, 5, 7, 8, 9; Madison City 55, 57, 58	1015	1726	777
Eastside	Madison City 9, 17, 19	585	995	448
Westside	Madison City 95, 98, 99	804	1367	615
Near South	Madison City 49, 50, 51	524	891	401
Near West	Madison City 64, 65, 71	608	1034	465
Near East	Madison City 13, 32, 34	1033	1756	790

Total, the reduced universe has 4569 GOTV IDs, 7767 projected IDs, and 3495 projected young IDs.

Because of the high turnout and prevalence of other groups in the isthmus wards, we will do a much more targeted GOTV ground program in the other wards, which are less young but are areas where we can have a bigger impact. The ground program will turn out the 7767 IDs (young and old) in the wards detailed in the table above.

GROUND PROGRAM

Overall, we'll lit drop our universe with Trick-Or-Vote goodie bags and door hangers on Saturday (8 hours), Sunday (8 hours), and Monday (4 hours). To drop the entire universe of 7767 IDs, at 15 doors/hour, it takes 518 hours of work. With 20 shift hours, that's 26 full-time canvassers each day.

To hit the same universe on Election Day, with 10-hour shifts, it will take 52 full-time canvassers.

Zone	Current IDs	Projected IDs	Projected Young	Drop Hours	Weekend Canvasser	E-Day Canvasser
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			IDs			
Southside	1015	1726	776	115	5.8	11.5
Eastside	585	995	448	66	3.3	6.6
Westside	804	1367	615	91	4.6	9.1
Near South	524	891	401	59	3.0	5.9
Near West	608	1034	465	69	3.4	6.9
Near East	1033	1756	790	117	5.9	11.7
<i>Total</i>	<i>4569</i>	<i>7767</i>	<i>3495</i>	<i>518</i>	<i>25.9</i>	<i>51.8</i>

Some of these Wards will be covered by Ward Captains and local volunteers, while others will be covered by roving canvass teams. We will set up staging areas in each of our target zones.

Three field managers cost us \$1,026 and 12 canvassers cost \$3,648, for a total of \$4,674.

With 15 canvassers, we'll still need 11 full-time volunteers all weekend and 37 full-time volunteers on Election Day.

WARD CAPTAIN PROGRAM

We will recruit a Ward Captain (WC) for each ward in our GOTV universe. The ideal WC lives in the ward, is available for all of the final four days of GOTV, and can recruit 3-4 volunteers to help throughout. At the very minimum, a WC is available all day on Election Day, at least one day on the weekend, and can manage the volunteers we send them. WCs will be in charge of dropping Trick-or-Vote bags and door hangers on Saturday through Monday, and doing knock and drags and poll checks on Tuesday. The WCs will cover as large a part as possible of the ground program universe, but gaps will be filled in by paid and volunteer canvass teams.

District Captains (DCs) will coordinate a set of wards in a given Aldermanic district. They will staff satellite staging areas and coordinate distribution of materials and volunteers. Two DCs will be paid \$500 a piece.

Two GOTV organizers, at \$1,500 each, will join the team for the duration of the campaign. They will be primarily responsible for recruiting a quota of 75 volunteers each, scheduling them for GOTV weekends, and coordinating the Ward Captain program for all of GOTV.

TRICK-OR-VOTE/STREET TEAMS

We're blessed with having 2,000 people in costume gathered outside the front door of our office on Saturday night. With a gang of street canvassers in 'scary' costumes (I'm going as 'escalating tensions in Iraq'), we'll hit the street and drop our goodie bags filled with flyers that map out the local precincts and have poll hours and the number to call if they face a problem voting.

VOLUNTEER PROGRAM: HIGH DPI & YOUTH POP. UNIVERSE

We'll hit approximately 5000 households in the isthmus area (wards 35, 36, 37, 38, 39) with a volunteer program. The shifts are as follows:

Saturday:	11:00am-3:00pm	3:00pm-7:00pm
Sunday:	11:00am-3:00pm	3:00pm-7:00pm
Monday:	11:00am-3:00pm	3:00pm-7:00pm

Taking into account 30 minutes of travel time on each end of each shift, this is 18 hours of canvassing. At 30 doors per hour, that's about 10 volunteers per shift. Two paid canvassers will act as Team Leaders/Field Managers for each shift.

We'll do a lit/goodie bag drop with quick knock. The goal is to move through the neighborhood quickly. These are the highest density young neighborhoods, so we'll do a blind canvass/drop (asking canvassers to eyeball houses and skip the ones that are obviously not occupied by young people), and we'll produce a list of Republican IDs for people to skip over.

PAID CANVASS: ALLIANCE ID UNIVERSE

We'll hit our ID universe of 7767 with paid canvassers, enhancing the list with non-IDd voters who fall within our age range. This is a targeted canvass because these wards are far less densely populated with young people.

The shifts are as follows:

Saturday:	10:00am-6:00pm
Sunday:	10:00am-8:00pm
Monday:	10:00am-8:00pm

This is 28 hours of canvassing. At 25 doors per hour, this is about 10 canvassers per shift.

Locations	Current IDs	Projected IDs	Projected Young IDs	Hours to Lit Drop	Full-time canvassers needed
Southside	1015	1726	776	69	2.5
Eastside	585	995	448	40	1.4
Westside	804	1367	615	55	2.0
Near South	524	891	401	36	1.3
Near West	608	1034	465	41	1.5
Near East	1033	1756	790	70	2.5
<i>Total</i>	<i>4569</i>	<i>7767</i>	<i>3495</i>	<i>311</i>	<i>11</i>

PHONES

The phone program will attempt to reach all of our young IDs in all of our target wards with a GOTV message and polling place information. A total of 4895 calls will take 98 hours of calling. We'll make our first sweep of calls from Monday, October 25 through Monday, November 1. At 4 hours per night per weeknight, and 8 hours per day on the weekend, this is 40 shift hours of calling. We'll need about 2.5 volunteers per shift, full-time, to finish the universe.

On Election Day we'll target the young IDs in the same ward universe as the ground program—3495 calls. At 50 per hour, that's 70 hours of calling. Over 10 hours, we need 7 full-time shifts filled.

OFFICE DESK SYSTEM

We'll staff the office to handle Election Day requests. A staff person will handle each of these areas:

- Election protection
- Poll watching/counts
- Materials distribution and transportation

TIMELINE

Monday-Friday

- Evening phone banks (6pm-9pm)

Saturday

- Ward Captain drops
- Costume street blitz
- Phone banks (12pm-6pm)
- Canvass (10am-8pm)

Sunday

- Ward Captain drops
- Phone banks (12pm-6pm)
- Canvass (10am-8pm)

Monday

- Ward Captain drops
- Phone bank (6pm-9pm)
- Canvass (4pm-9pm)

Tuesday

- Ward Captain knock-and-drags
- Phone bank (10am-7pm)
- Canvass (9am-8pm)

OUR MESSAGE

Here are the main things all volunteers and paid canvassers will need to get across, in order of importance:

- **EVERYONE NEEDS TO VOTE.** There is nothing more important, this is our generation's chance to prove our electoral power to transform elections.
- **WE NEED TO FIRE BUSH AND EVERYONE LIKE HIM.** He is the worst President in modern history. He is leading us in the wrong direction, he has the wrong priorities, and he is making problems worse.
- **WE NEED TO SUPPORT OBAMA AND ALL THE DEMOCRATS.** Many progressives share the valid complaint that neither party represents them. That may be true, but right now is a critical moment in America and it will only be through supporting our party, the Democrats, that we can force them to hear our voice again.
- **WE NEED TO VOTE ALL THE WAY DOWN THE TICKET.** There are vital races at the federal, state and local level, and even if people know little about them, they should vote for Democrats, to ensure that Obama will have allies once he is elected.

GOTV CANVASS SCRIPT

Hello, my name is (canvasser name) and I am a volunteer with the Young Voter Alliance. I wanted to remind you that Election Day is Tuesday, November 4th and that the Democrats need your vote. This election will be extremely close, and the youth vote can be the difference between winning and losing. When you go to vote please vote for Democrats up and down the ticket. The polls open at (time) and close at (time). Your polling location is (polling location).

Here is a flyer (or door hanger) with some valuable information on voting as well as some information on the candidates. Thank you for your time, and remember to vote for Democrats up and down the ticket at (polling location) before the polls close at (time) and remember to bring an ID with you.

Mark every home you visit on the walk list as follows:

- V** Voter Voted Already

- NV** Voter was at home, reminded them to vote, left a flyer or goodie bag but they had not voted yet

- NH** Voter was not home (leave a door-hanger)

- BA** Bad address, do not go back

RANDOM GRAPHICS TO INSPIRE YOU

BUILDING A SOLID BLOC OF YOUNG DEMOCRATIC VOTERS

Our generation's votes will swing elections for Democrats and steer America in a new direction. Republicans have failed us too many times, let's show them what's up on Nov. 7th by voting for change.

I pledge to vote for change on Nov. 7th: _____  SIGN HERE

Name: _____

Email: _____

Cell: _____

Address: _____

City: _____ State: _____ Zip: _____

- I volunteer to go door knocking to talk with other 18-35 year olds about voting for Democrats
- I volunteer to make calls to other 18-35 year olds about voting for Democrats
- I don't have time to volunteer, but I'm still pledging to vote on November 7th!

YDA

Young Democrats of America

BUILDING A BLOC OF YOUNG DEMOCRATIC VOTERS

WWW.YDA.ORG



Young Democrats of Arizona
Campaign for a New Tomorrow



name: chrome
age: 20
issue: war
ward: 297
polling place: Jericho Baptist
hood: northside





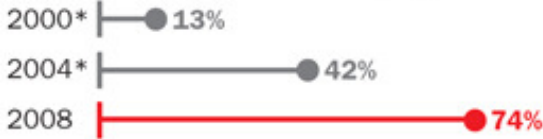
Rep Your Ward

swing your hood november 2nd

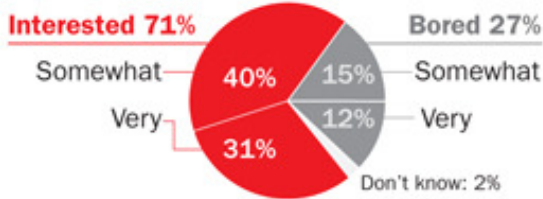
Paid for by the Young Voter Alliance/ Young Democrats of America
Not authorized by any candidates or candidate's committee

Poll: The Under-30 View

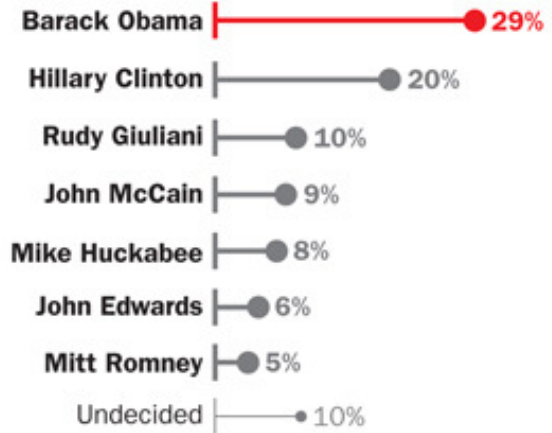
Percentage of 18-to-29-year-olds paying attention to the presidential campaigns



How interested are you in the presidential campaigns?



If the primary or caucus in your state were held today, for whom would you vote?



*2000 and 2004 data are from the Kennedy School of Government's Vanishing Voter polls, taken at a comparable time in the election cycle

