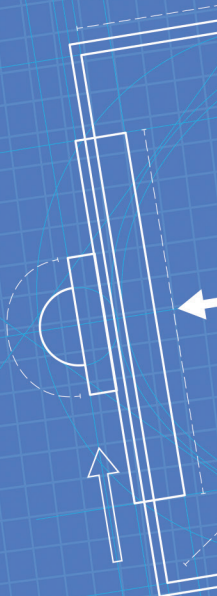
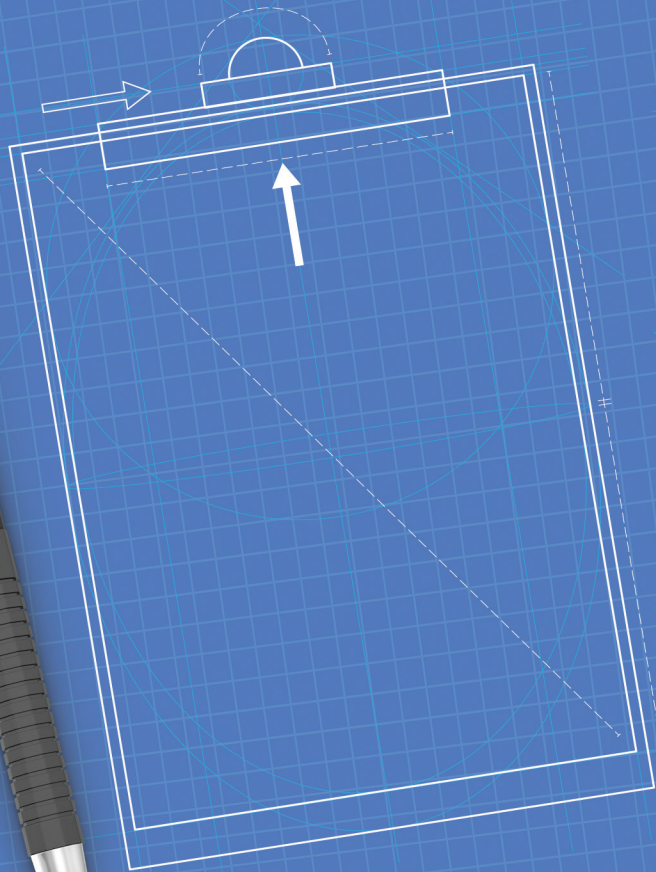
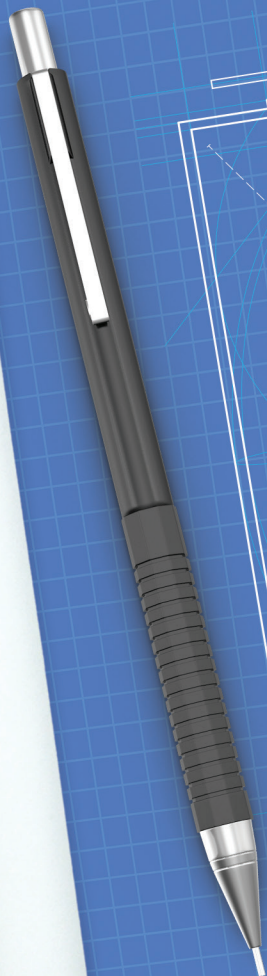


HOW TO

RUN A SUCCESSFUL **VOTER ID PROGRAM**



It sounds simple: To win an election, you need to get more people to vote for you then your opponent. The first step to that end goal is identifying voters.

Identifying which voters are for you, against you and undecided is the best way to organize and streamline your turnout and persuasion efforts.

WHERE TO START

You need a good list of registered voters that includes phone numbers. In addition to identifying supporters and undecideds, you'll also want to identify issue preferences for voters.

HOW TO GET THE JOB DONE

There are at least four ways to identify voters and you may need to use all four:

1. **VOLUNTEERS** – Use campaign volunteers to call through the lists at your call centers or living rooms and simply ask who they support. You'll want to keep a record of who supports you, who is undecided and who is with your opponent. You can use that list to advocate for your campaign, get out the vote and try and convince those who are undecided to vote for you. Use door to door volunteers to ask folks who they do and don't support.
2. **PAID PHONES** – Use paid automated or live calls to identify who and who doesn't support you.
3. **VOTER CONTACT MAIL** – Use a mailing campaign with a survey to determine who does and doesn't support you.
4. **TARGETED MOBILE ADVERTISING** – Use mobile ads to survey folks who they support.

THE KEY to running a successful voter ID program goes back to the list:
keeping a good, well-organized and up-to-date list.

Come Election Day, you will have a large number of people identified with a weight of strength behind your candidate and campaign that you can target with your turnout effort to ensure they cast their ballot.



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