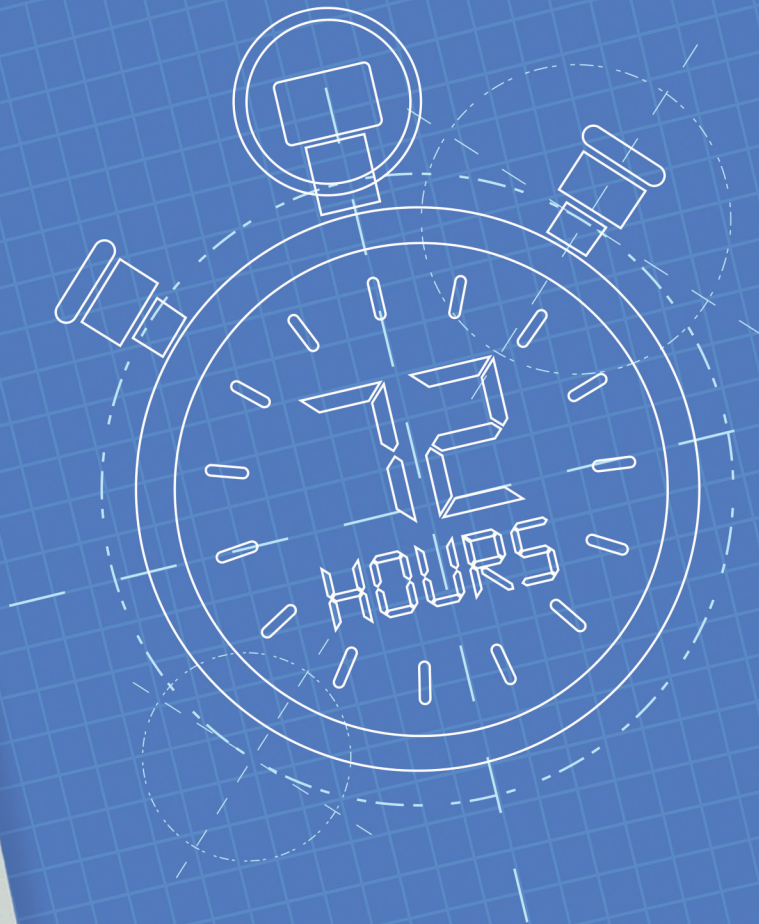
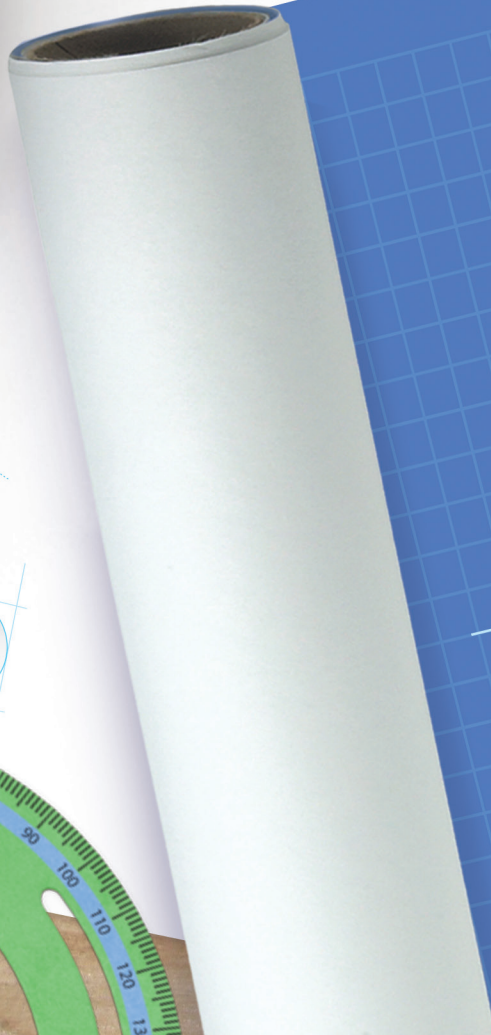
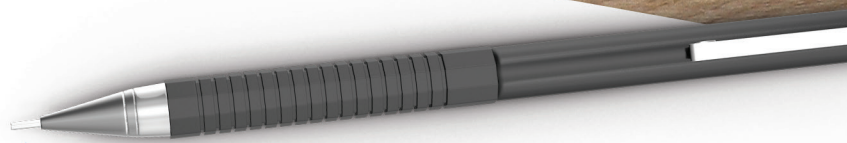


HOW TO

RUN YOUR
GOTV
CAMPAIGN



PRO TIP:

*These days you need to
have your war
chest built up and ready
to roll by the first of
October to reach these
critical absentee voters.*

IN THIS DAY AND AGE OF ABSENTEE VOTING, **YOUR CAMPAIGN'S GOTV PROGRAM NEEDS TO BEGIN SOONER THAN EVER BEFORE.**

In California, 53% of ALL voters are absentee voters, and the entire state of Oregon votes by mail. We're no longer in the age of the vaunted final 72-hour GOTV push.

As you consider your field efforts and how to mobilize these absentee voters, you need to consider your overall voter contact strategy.

START EARLY

Your campaign needs to be engaging with identified supporters and likely Republican absentee voters not WHEN the absentee ballots hit the mailbox, but a little before to raise awareness and engage those voters before your opponents do.

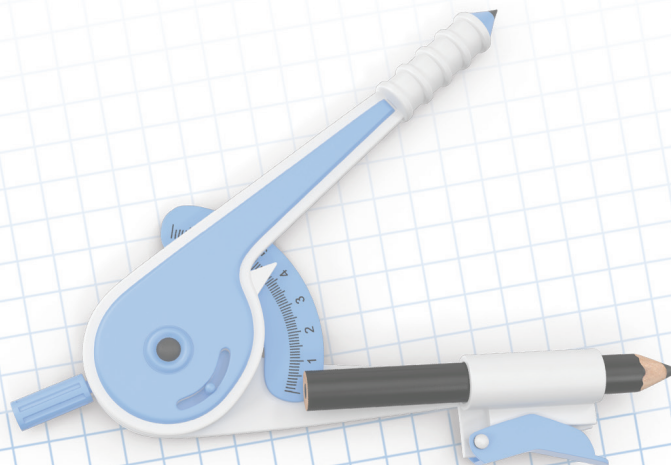
BANK VOTES

Your final weeks of the campaign should be spent contacting these crucial voters as regularly and as much as possible to bank as many votes as possible before Election Day.

72 HOURS

Now, all this talk about the final weeks doesn't mean the final 72 hours and Election Day don't matter. If you're in the race of your life, you need to squeeze every vote you possibly can.

PRO TIP: Once everyone has voted that you think is going to vote before Election Day, your campaign needs to purge those voters and now go after the less likely voters.



ELECTION DAY VOTER TURNOUT

When it comes to Election Day voters, you want to target people who are less likely to vote, aka low propensity voters. The idea being, you've already vigorously pursued high propensity voters and turned them out during the absentee voting period.

Once you've created your universe of low propensity voters, your volunteer and campaign army should get out to those doors and push them to vote for their local Republican ticket throughout the weekend heading into Election Day.

Election Day is your final day to reach these low propensity voters.

PRO TIP: Many campaigns start out with a campaign literature drop in the morning, followed by some downtime in the afternoon and then a final "Poll Watching" push in the evening.

GET PERSONAL

Poll watching means teams of two or more, depending on the size of a precinct, are sent out to polling locations with a list of Republican voters who haven't already voted to check the voter rolls to see if they've voted yet on Election Day.

Once they've compared the polling locations list to their list, they go out into the precinct and visit these voters at home. If the voter isn't home, they'll leave a GOTV door hanger encouraging them to vote for their candidate and the local ticket. They'll do this exercise throughout the entire precinct and head back to the polling location once completed.

The ultimate goal being that by the time the polls close on Election Night, they've turned out every Republican voter in their assigned precinct.

A finely tuned field and GOTV program can be good for a 2-5% boost in your total vote. In a close election, it could be the deciding factor.



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