

**What is GOTV?**

**Get Out The Vote**, or **GOTV**, as it is most often called, is the climax of any organizing campaign. Both electoral campaigns and issue driven campaigns plan GOTV efforts to ensure that their members and supporters go to the polls on Election Day. GOTV is also the most exciting and energetic part of any campaign when volunteers come out in force, everyone is watching and you’re just days away from a potential victory.

Get Out The Vote begins in force the weekend before the election and lasts until the polls close on Election Day. In many states, campaigns and organizations start through the weekend knocking on predetermined doors of voters to remind them to vote on Tuesday. GOTV efforts usually culminate in massive "day of" actions to get people to the polls. Some of these efforts include, door knocking in specific districts, volunteer phone calls reminding people to vote, mailings, door hangers, visibility, rallies, media service announcements, and so much more. It all depends on your creativity and most importantly how many volunteers you have.

**What does a GOTV plan for Election Day look like?** (taken from Wellstone Action)

***Sample GOTV Election Day Program***

12:00 Midnight

* Midnight madness lit drops in high progressive performance areas
* Door hangers reminding people to vote

4:30am - Wake up the staff!

6:00am

* Election Protection teams, poll watchers and challengers at the polls
* Visibility: hit the streets, smile and be enthusiastic
* E-mail blast to supporters
* Targeted radio ads
* GOTV workers begin riding city buses, visiting popular restaurants, and having a presence in other high traffic areas. Urge people to vote.

7:00am - 9:00am

* Prime voting time
* Visibility at key polling places
* Move canvass volunteers to staging areas and get ready to move out
* Begin rides to polls (those that were set up in advance) 9:00am - 10:00am
* Receive first turnout counts and voting lists from key polling locations
* Canvassers hit the streets for first round of door knocking
* GOTV phone calls begin and continue until polls close

12:00 noon

* Feed canvassers and other volunteers
* Second report from polls detailing counts and list of voters
* Adjust canvas and calling based on turnout numbers reported
* Continue phone calls
* Visibility for lunch crowd

3:00pm - 7:00pm

* Third turnout report from polls detailing counts and lists of voters
* Second canvas sweep of low turnout precincts
* Prime voting time begins about 5:00 pm
* Visibility for evening rush hour
* Calling into low turnout precincts

7:00pm - 8:00 pm

* All hands on phones
* Calling until polls close
* Last sweep for individuals who have not voted
* Polls close; station people at polls to keep them in line
* Victory party!