

Planning - To Exceed Expectations

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Why do we Organize?

- Solidarity
- Build power for our community
- Create change on issues we care about
- Make our voices heard and feel empowered
- Participate in something that matters
- To win



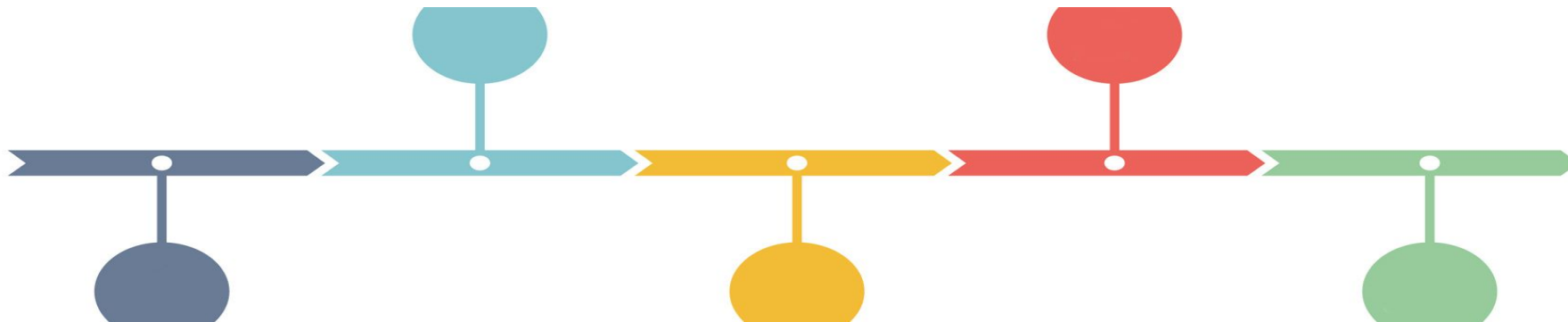
Identifying Goals

Types of Goals

- Short term vs. Long term
- Advocacy vs. Electoral
- Aspirational vs. Pragmatic/Realistic
- Political influence

Determining Goals

- Geography/Community
- Voter Registration Rates
- Turnout Rates
- Issues (Legislation, Public Perception, Community Priorities)
- Leadership Development / Volunteer Involvement
- Capacity



Laws of campaigns

- Play to your strengths
- Integrate voter contact with your current programs
- Personal Contact is Best
- Layer Contacts
 - (2 calls to 500 voters is more effective than 1 call to 1,000)
- Repeat, Repeat, Repeat
- Motivating messaging
- Data is key

Scenario 1

- Your new civic engagement director brings you a sample plan for your organization's GOTV operations this fall. Your state is having municipal elections this year (2017), so far none of the campaigns have proven to have an outsized draw on voters. Many of the politicians that are seeking reelection this year, were elected in 2015. The proposal suggests targeting a universe of Latino voters that have voted in no more than 1 of the last three general elections (2014, 2015, 2016). From this, your field director has set your goal to be to match the 2014 turnout rate of 40%. Does this turnout goal make sense? If so, why? If not, why not?

Scenario 2

- Your field director is suggesting that you target voters that have voted in no more than 2 of the past 3 even year elections, plus new registrants since 2016. You do not have a vote propensity score available. Do you approve of this criteria? If no, what criteria would you use instead?

Examples of bad planning

- Targeting criteria of only even year elections, when making a universe for 2017 engagement
- Basing your budget and/or metrics off of number of voters, not number of phones and doors
- Inconsistent contact rates
- Planning to use the dialer with less than 7,000 numbers
- Unrealistic budgeting - \$1 per voter for canvassing or \$10/contact

Examples of Good Planning

- Universe criteria based off of previous similar election vote history - targeting low-propensity voters
- Basing your budget on the amount of work - how many door or phone attempts
- Contact rates based off of the number of voters - 20% - 30% is average
- A budget that breaks down the cost of your voter engagement, including overhead, supplies and salaries

Additional Examples