Overview

• Methods of voter contact
• Resources needed for types of voter contact and the return of investment.
• Why Door to door is king
• Common door to door mistakes
• What is MiniVAN?
• How to use MiniVAN
• Questions?
• Next Steps
Methods of Voter Contact

- Door to Door
- Phone Calls
- Direct Mailing
- Social Media
- Festivals
- Community Meetings
Canvassing

• Canvassing has proven to be the most effective way to reach and persuade voters

• The return of investment is 25%-35%

• Canvassing with volunteers is low cost, but requires extensive time organizing groups and sending out volunteers

Phone Banking

• Able to target based on programs (ie: Women Wednesday) because it is not location based like canvassing.

• The return of investment is 10%-20%

• Phone bank is low cost and does not take a lot of time. However, the amount of disconnected number or voters with no numbers is very high.
Direct Mailing

- Direct mailing is the least effective of the three direct voter contact methods.
- The return of investment is 0-10%.
- Direct mailing is expensive and can prove to be wasteful if a person has moved, but has not updated their voter information.

Social Media

- Able to target based on large areas of a district in a short amount of time.
- While regions/demographics/interests can be targeted, there is no direct return information on voters that provide a metric of who we know is voting for the candidate.
- Social media is cheap, does not require a lot of time, but cannot yield results such as traditional methods of voter contact that allows us to know individual people who have committed to vote.
Festivals

• Opportunity to meet many people.
• Inexpensive
• Requires few volunteers
• Low return of investment
• Requires time and not able to track metrics of voters.

Community Meetings

• Meet those in your specific community
• Inexpensive, but can be timely to plan
• Higher return of investment than Festivals. Those attending community meetings have an interest in their community
• Able to collect better voter data, but is not an immediate return and people do not always want to provide information.
MEOWICA'!
Why door to door is King in grassroots organizing
Why Door to Door is King

• As discussed in methods of voter contact, canvassing has the highest rate of return.

• It has the highest rate of return because you’re talking to the voter one on one and finding out their values and issues which allows you further craft your campaign message

• Low cost, helps in local races, especially those that will not have high dollar donors or large media attention

• Studies show door to door can influence a campaign, the best example in recent history is Barack Obama’s Organizing for America Mobilization

• Allows you to learn the community and its issues
Door to Door Mistakes

• The most common mistake going door to door is feeling like every door needs to be knocked on. Not every door is your voter. Targeting is key to using your resources appropriately.

• Not collecting data, while talking to potential voters is great, if we don’t collect the data we don’t have any way to know who we talked to or whether they support the campaign.

• Not staging canvassing days appropriately. You can usually get volunteers for 1-2 hours. If you’re not prepared with doors to knock on or routes mapped you’ve wasted half of the time of your volunteer just trying to figure out where you’re going to go talk to voters and how you’re going to map your route.

• Not following up with your targets is a direct reflection of mistakes 2 and 3. If you aren’t collecting information timely and accurately, you aren’t able to answer questions a voter may have, a request for literature or signs, or offering to volunteer.
What is MiniVAN?

- MiniVAN is an application that can be used on your smartphone or tablet to go door to door to contact voters.
- It is a location based application where you are only contacting voters in a certain area.
- It is developed by NGP using data provided from VoteBuilder that is provided to state parties by the DNC.

MiniVAN Advantages

- Easily keep track of voter answers.
- Ability to see a voter's contact history, voting history, districts, polling locations and other data points.
- Ability to have instant results that can be quantified and reports back to the campaign and others assisting on the campaign. Can see the contact rates, not home and determine best times to go door to door.
Once you’ve logged into miniVAN you will see a screen saying available lists or enter a list number. Click on enter list number.

Once you’ve entered the list number, you will hit download list. The list will then load.
MiniVAN list views

Once your list has downloaded you will see all the addresses loaded. Each dot represents a person at the address. You can also toggle in different views of the data by clicking on the 3 lines. This will allow different views.

You can view by households (recommended), people or you can view the map to determine where you plan to park that is the most efficient to canvass from.
YEAAAHHH

I'M GONNA NEED YOU TO COME IN ON CATERDAY
Viewing and answering in MiniVAN

Once you click on an address, all the people in the household will appear. Click on a person to view the script and the questions.

If a person is home you will use the script and answer the questions by clicking on each question.
Voter is not home/moved/deceased

When a voter is not home, you will click on the orange dot that will then give you the options of why you were unable to contact the voter. Choose the most appropriate answer.
How to know if you’ve completed your list

If a person is marked as not home, refused, whatever reason, the letters for the reason will show up in orange.

If the person is home and the questions were answered you will see a check mark.

As you are working through your lists and marking each resident, you will see the dots representing each person turn blue or orange. All dots should be orange or blue which indicates the household was canvassed.
Arguably the most important part of this entire process is ensuring that you sync your data to save it and send it back to be recorded. You can sync as much or as little as you like as long as you sync at the end of your list. You will see synced/not synced listed.
Door to door tips

• Do not spend too long at one door waiting for someone to answer.

• Limit yourself to about 5 minutes at each house.

• If you’re unsure of an answer for the issue/candidate do not make something up, ask if you can research the issue further and follow up with them.

• Do not argue with any potential voter. It is okay to answer further questions, but arguing is a poor reflection of the candidate.
You’re now a trained volunteer!
What ‘s next?

To prepare for 2020 we will be going door to door throughout 2019 to learn the different communities in Mobile County.

This will help us identify issues within each community, find out barriers to voting, identify our supporters, and show a stronger presence of the party in the County.

Dates, times, and locations of canvassing will be posted on the county party facebook page as well as mobiledems.org