



G-O-T-V!

[Insert facilitator name]

MODULE GOALS

- To explain the reason for and importance of GOTV
- To outline the typical GOTV structure employed by grassroots campaigns
- To introduce the components of an effective GOTV operation



What is GOTV?

Why do we do it?

What does it look like?



It comes down to this: will our list vote?

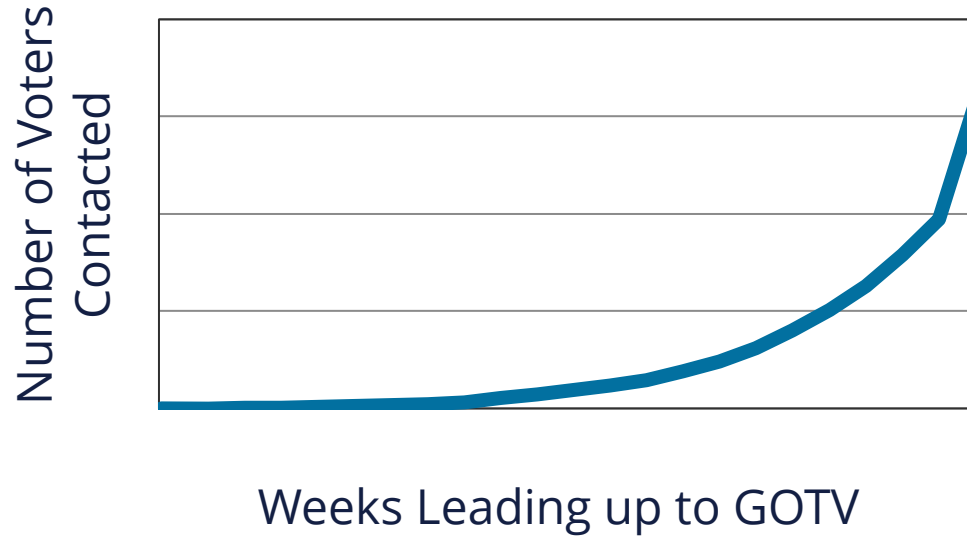
GOTV: HUGE GOALS, HIGH STAKES

GOTV is a massive and critical operation. In order for it to be effective, it must be structured, organized, and efficient.



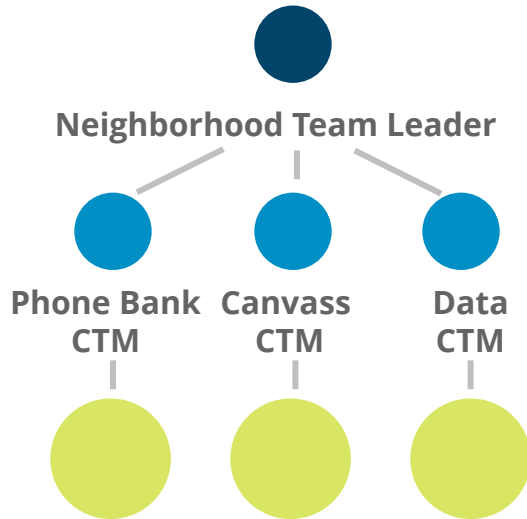
How is GOTV different from other phases of the campaign?

Goals ramp up in GOTV.

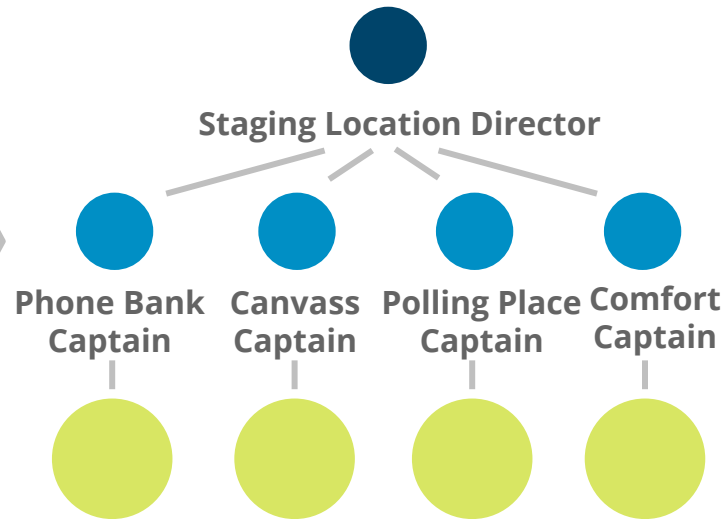


The structure changes.

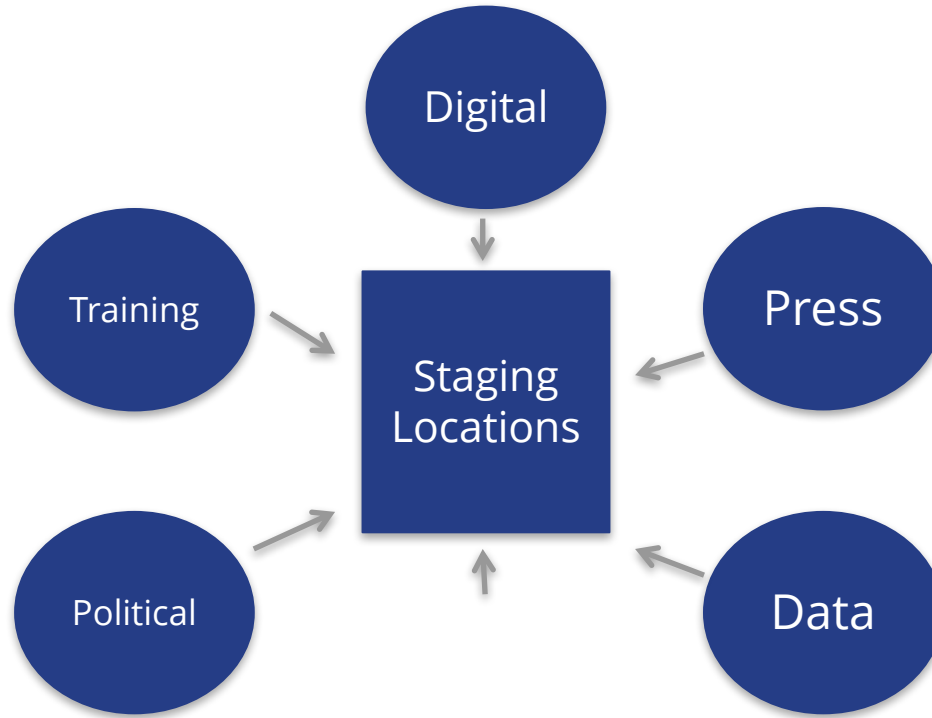
Neighborhood Team Roles



GOTV Roles



Everyone is organizing.



The GOTV Universe

What comprises a GOTV universe?

Persuadable
Voters



Sporadic
Voters



Supportive
Voters



So...who are our GOTV targets?

		<i>Turnout</i>		
		Low Turnout	Medium Turnout	High Turnout
<i>Support</i>	High support	Tier 2	Tier 1	Tier 2
	Medium Support	Tier 3	Tier 2	Tier 3
	Low Support	✖	✖	✖

The GOTV Timeline

When is GOTV?

Short answer: It depends.

- Historically, the final 4 days
- More recently, many campaigns begin GOTV 2-3 weeks before E-Day
- Depends on state laws; Early Vote? Vote by Mail? Grace period voting?
- Training, preparation and dry runs begin at least 1 month out

Potential GOTV Timeline

Early
Vote



Vote by
Mail



Vote
Tuesday



In the United States, every state has different laws on when and how people can vote.

Example Timeline

- These GOTV phases were used in Florida for the 2012 election

- Phase 1 (*2 months out*)
 - VR Push, Contact Sporadics, VBM
- Phase 2 (*1 month out*)
 - Vote Now, Mail Ballot, Vote Candidate
- Phase 3 (*10 days out*)
 - Early Vote, Mail in your Ballot
- Phase 4 (*4 days out*)
 - Vote Tuesday

GOTV Tactics

GOTV Tactics Ranked

Source: Analyst Institute

**For urban populations and youth*

- Doors < 7%
- Phone < 4%
- Commit Cards < 3%
- Text Messages* < 3%
- Door Hangers < .7%
- Mail < .3%

Anyone who can canvass...

Should be canvassing.
Knocking on doors is far and
away the most effective way
to get voters to the polls.



How do you ensure GOTV tactics produce results?

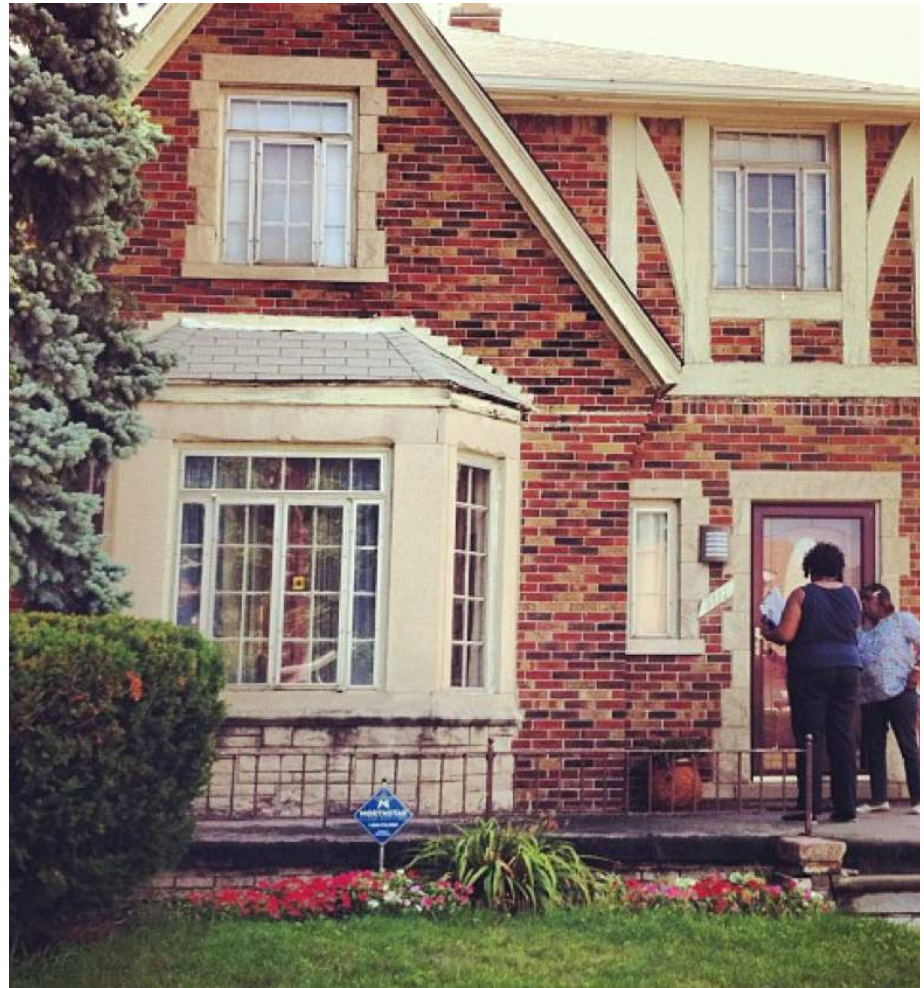
Make it personal.

The more personal the contact, the more effective it will be in turning out the voter. GOTV is about quality connections.



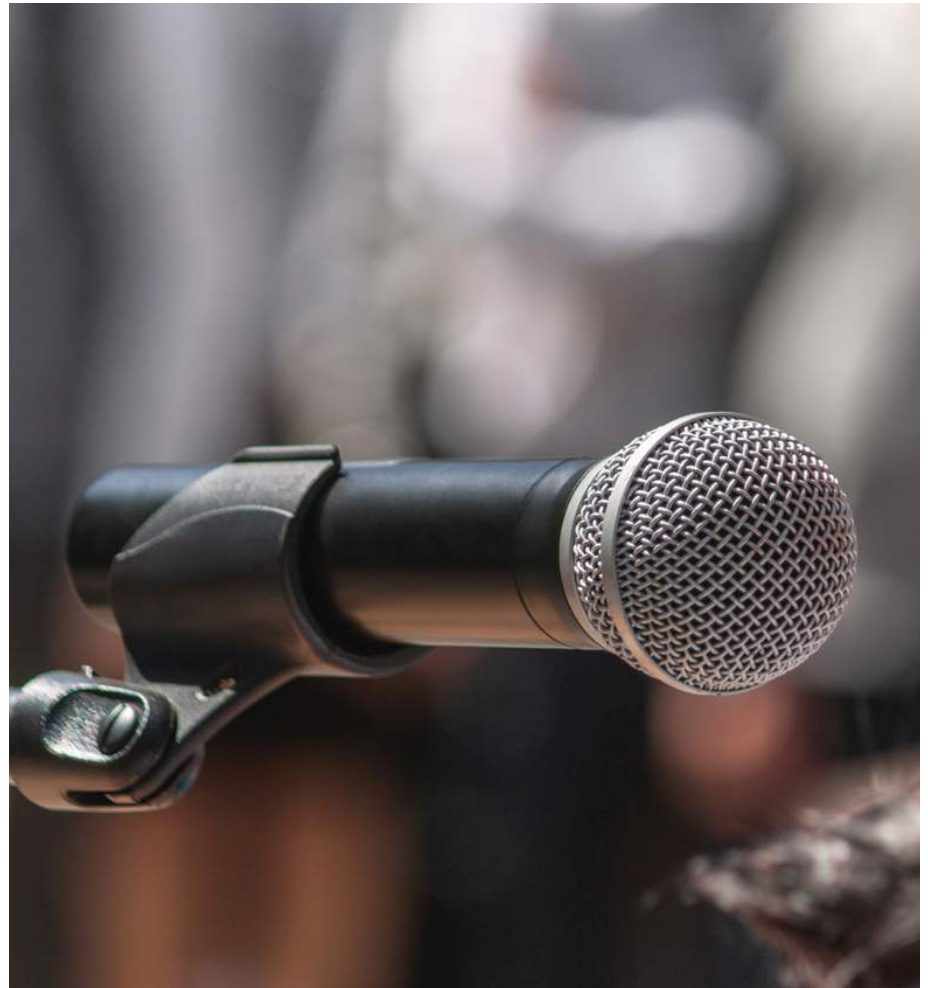
Focus on quality over quantity.

A rushed, forced GOTV conversation has no impact.
One quality conversation = same impact as 10 door hangers.



Have a consistent GOTV message.

Keep a consistent message across all platforms. Educate. Build excitement. Make the final case for your candidate.



Train well. Then practice, practice, practice.

GOTV is a massive, logistically-challenging operation. Hold trainings and dry runs so SLs run like well-oiled machines.



Staff and Volunteer Roles during GOTV and E-Day

GOTV Structure: People and Places



War Room: HQ Boiler Room

CM, FD, DFDs, Voter Protection



Regional Boiler Rooms

RFDs



FO Boiler Rooms

FOs



Staging Locations

Volunteer Leadership, Phone Bankers, Canvassers

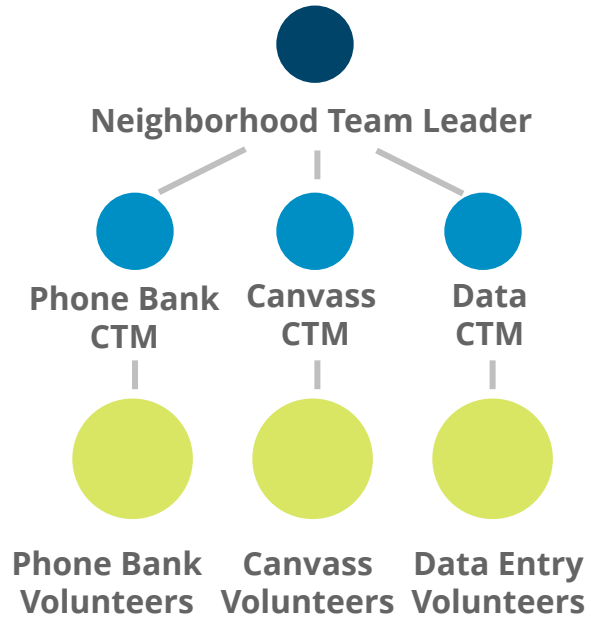


Turf

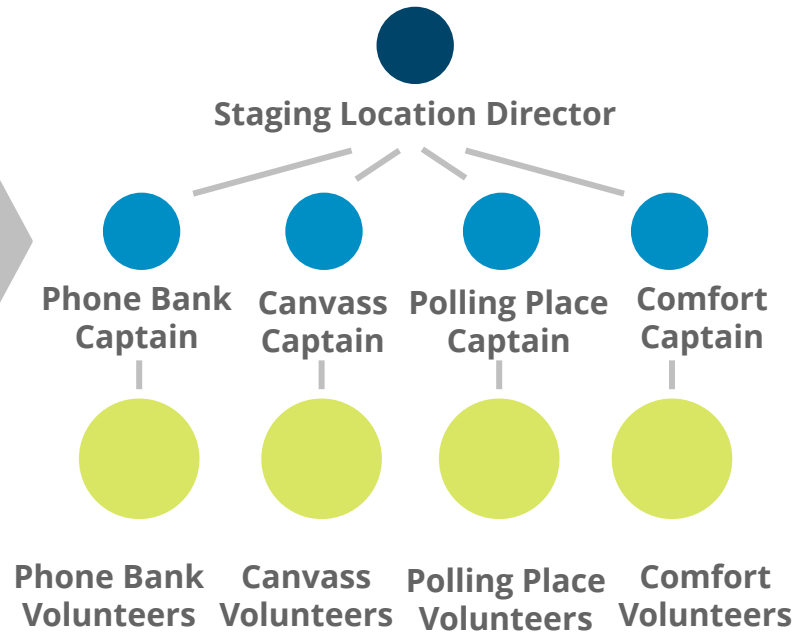
Canvassers

Staging Location Roles

Neighborhood Team Roles



GOTV Roles



GOTV Rules of the Road

Know your own role. Own your role.

GOTV should run like a well-oiled machine. Each individual plays an important role in the operation.



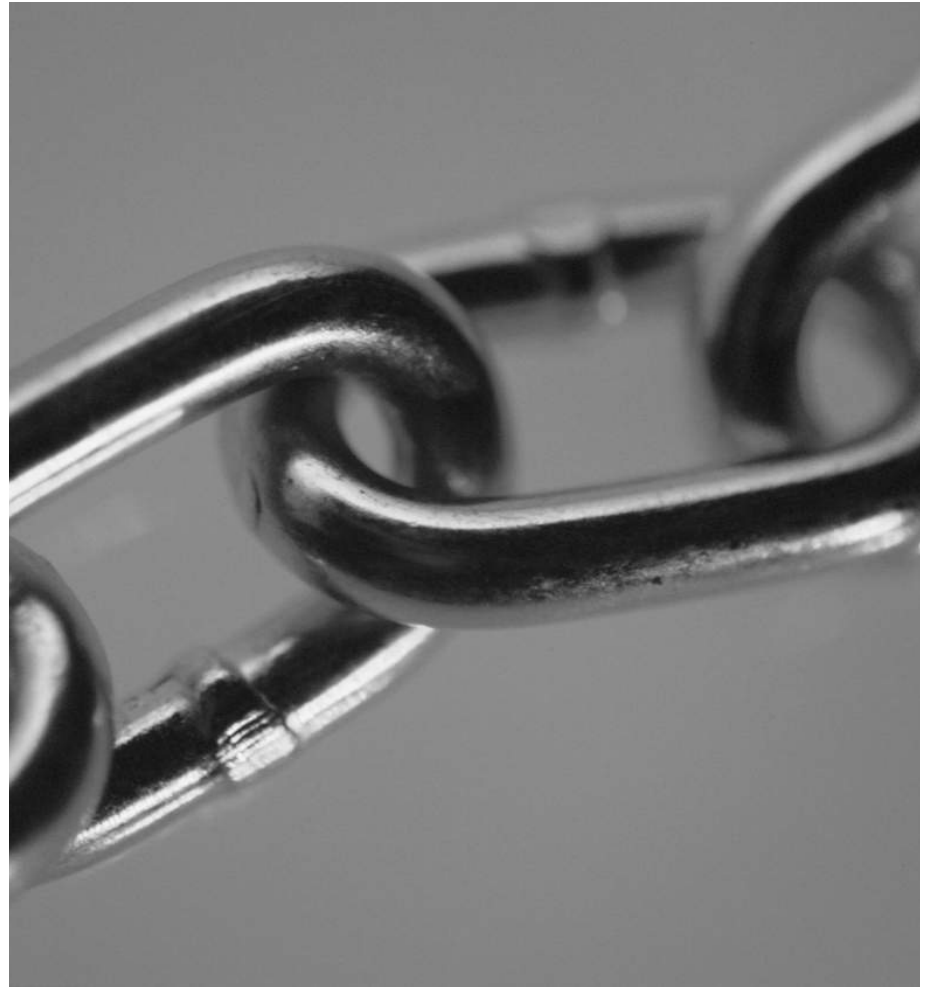
Follow the reporting structure. No exceptions.

Campaign leadership will make critical E-Day decisions based on reports from the field. Report accurately and on time.

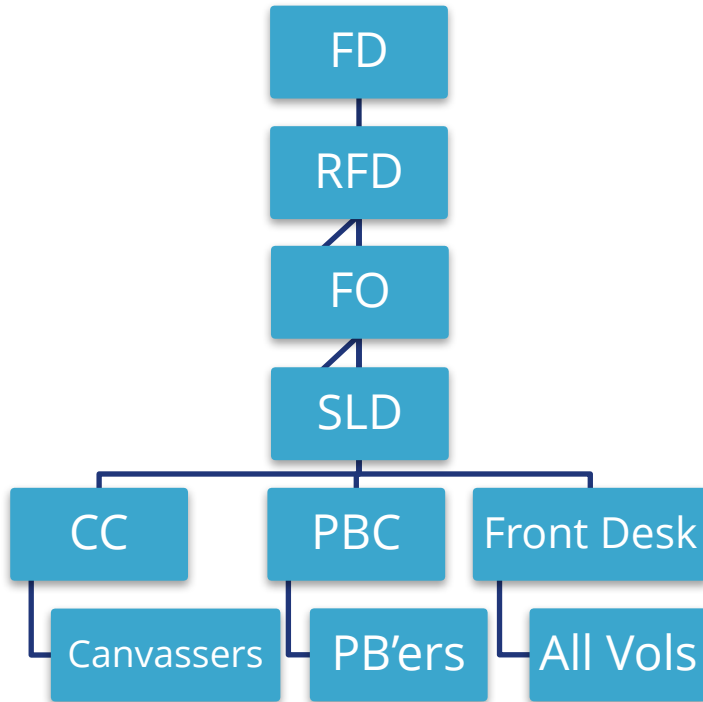


Never break the chain of command.

A large, multi-faceted logistical operation like GOTV relies on volunteers and staff following a strict communication structure.



Chain of Command



- During GOTV, it is critical that staff and volunteers only take and make calls to those directly above or below them in the chain.
- This ensures that there are no distractions, and that decisions made reflect campaign-wide knowledge.

Q&A