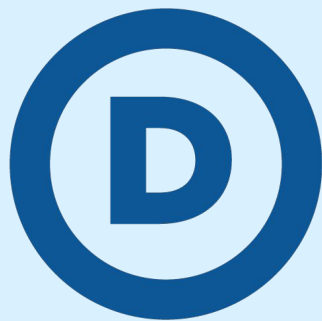




VOTER CONTACT: MODES AND METHODS

Julie Copeland
Salvador Espinoza
Keegan Gallery



EXPANDING YOUR CONNECTION TO VOTERS

BEST PRACTICES INSTITUTE

democrats.org/take-action/trainings | [@TheDemocrats](https://twitter.com/TheDemocrats) | [#BPItraining](https://twitter.com/TheDemocrats)



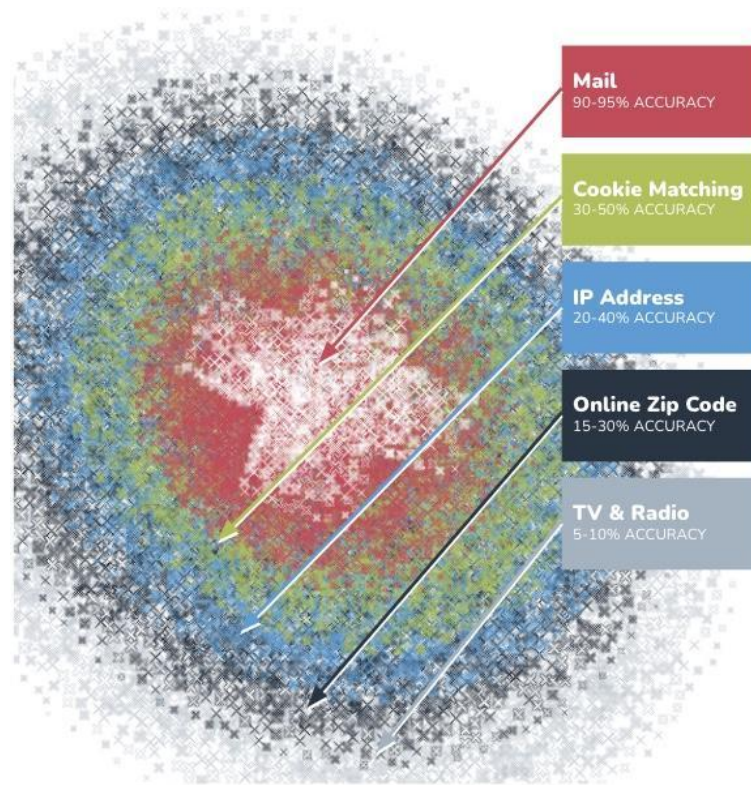
DIRECT MAIL-GIVING VOTERS ALL THE FEELS





DIRECT (MAIL) TO VOTERS

- No fast forwarding
- No unsubscribing
- Right into the voters home





DIRECT MAIL TELLS A STORY

MONDAIRE NY-17
Mondaire for Congress
P.O. Box 933
Ryeck, NY 10960

No Corporate PAC Money Accepted

"I had a chance to chase my dreams and **every child** should have the same opportunity."
— DEMOCRAT MONDAIRE JONES

ENDORSED BY:

SEN. ELIZABETH WARDEN | REP. AYANNA PRESSLEY
REP. DAVID CICILLINE • REP. MARK POCAN

DEMOCRACY FOR AMERICA | PROGRESSIVE EDUCATION | LAW | COMMON DEFENSE
WORKING FAMILIES | VICTORY FUND | THE COLLECTIVE
PROGRESSIVE CHANGE | EQUALITYPAC | ROCKLAND UNITED

VOTE FOR DEMOCRAT MONDAIRE JONES IN THE JUNE 23RD PRIMARY.

Email: info@mondairforcongress.com
[/mondairjonesNY17](https://mondairjonesNY17.com) | [@mondairajones](https://twitter.com/mondairajones) | [MondaireForCongress.com](https://www.facebook.com/MondaireForCongress.com)

MONDAIRE NY-17

"MY FAMILY TAUGHT ME TO ALWAYS DREAM BIG."
— DEMOCRAT MONDAIRE JONES




MONDAIRE NY-17

VOTE FOR DEMOCRAT MONDAIRE JONES IN THE JUNE 23RD PRIMARY.

MONDAIRE NY-17

MONDAIRE NY-17

"OUR FAMILIES SHOULD HAVE THE CHANCE TO CHASE THEIR DREAMS."




"Growing up in **Spring Valley**, my single mom worked multiple jobs to make ends meet. Even with Section 8 housing and food stamps, our small family struggled. My grandparents stepped in to help. My grandmother would take me to work cleaning houses when we couldn't afford day care. My grandfather was a janitor at Pomona Middle School.

With the help of a **great public education**, I was able to dream big and achieve big goals. I graduated from Stanford University and Harvard Law School. I represented the less fortunate pro bono, helping victims of mortgage fraud. As a lawyer for Westchester County, I litigated (and won) the biggest cases on behalf of taxpayers.

I served **President Obama** at the **Department of Justice**, where I worked on criminal justice reform and helped prepare for the confirmation of now-Supreme Court Justice Elena Kagan. I dreamed big, and I'm running for Congress because dreaming big and achieving those dreams should be achievable for all of us."

— DEMOCRAT MONDAIRE JONES

DEMOCRAT MONDAIRE JONES
HAS THE **REAL EXPERIENCE** WE NEED RIGHT NOW.



USING DIRECT MAIL EFFECTIVELY

- Mail really sings when partnered with field, digital, and TV.
- In the case of digital and TV, mail provides depth on the topics.
- When partnered with field, it provides more repetitions.



DIRECT MAIL TELLS A STORY

Paid for by Shumlin for Governor.
FD-366-5.03, Burlington, VT 05402, Kate O'Connell/Treasurer.
049-PS10-15

I SUPPORT PETER SHUMLIN BECAUSE HE WILL BRING JOBS TO THIS AREA.
—LORELEI WESTBROOK, ST. ALBANS, VT

PETER SHUMLIN FOR GOVERNOR. WWW.SHUMLINFORGOVERNOR.COM

Paid for by Shumlin for Governor.
FD-366-5.03, Burlington, VT 05402, Kate O'Connell/Treasurer.
049-PS10-14

I SUPPORT PETER SHUMLIN BECAUSE HE SUPPORTS VERMONT FARMERS.
— BRUCE BRANON, FAIRFIELD, VT

PETER SHUMLIN FOR GOVERNOR. HE'S ON OUR SIDE.

Paid for by Shumlin for Governor.
FD-366-5.03, Burlington, VT 05402, Kate O'Connell/Treasurer.
049-PS10-14

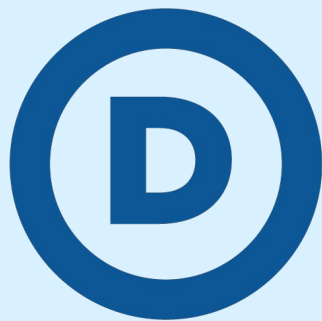
I SUPPORT PETER SHUMLIN BECAUSE HE SUPPORTS OUR WAY OF LIFE.
— ED DANIELS, ST. ALBANS, VT

PETER SHUMLIN FOR GOVERNOR. WWW.SHUMLINFORGOVERNOR.COM



ALL THE DIRECT MAIL QUESTIONS ANSWERED

- Do you use a union printer?
- Isn't USPS really slow?
- Doesn't it just get thrown away?



TEXTING

BEST PRACTICES INSTITUTE

democrats.org/take-action/trainings | [@TheDemocrats](https://twitter.com/TheDemocrats) | [#BPItraining](https://twitter.com/#BPItraining)

A photograph of Barack Obama, dressed in a dark suit and a striped tie, smiling and clapping his hands. The scene is filled with falling confetti in shades of blue and gold. The background is a blurred indoor setting with blue lighting. The text "TEXTING PROGRAMS 101" is overlaid in large white letters across the center of the image. In the bottom right corner, there is a small circular logo with the letters "abc".

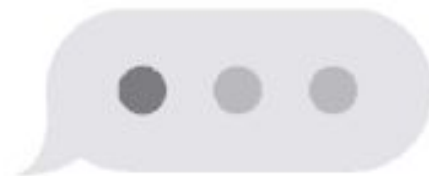
TEXTING PROGRAMS 101

abc



TEXTING PROGRAMS 101

- Not only who you can reach, but how
- Which text tools? (A brief history of p2p)
- Data Management
- Volunteer Management





WHO YOU CAN TEXT (AND HOW)

Who?

- Potential voters
- Donors
- Volunteers

How?

- Voter Identification, Persuasion
- Voter Education, Registration & Persuasion,
- Fundraising
- Event Invitation
- Volunteer recruitment!



WHICH TOOL? – A BRIEF P2P BACKGROUND

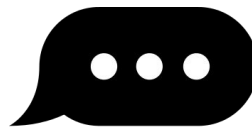
- In 2016, the Bernie Sanders campaign texts using **Hustle**
- Developers from the campaign go on to create **ThruText** and **Spoke**
- By 2018, texting using all three (and others) is widespread
- By 2020 everyone used it - even Republicans - and bigger than before
 - ◆ In 2016, the Bernie campaign sent 8 million texts
 - ◆ In 2020, Biden-Harris sent over 330 milion



THERE ARE SEVERAL PLATFORMS TO CHOOSE

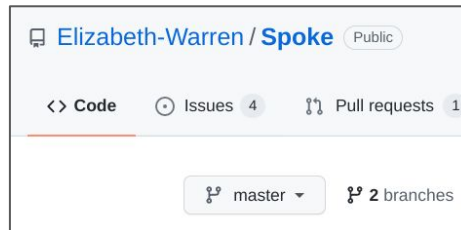
Hustle

Thrutext



SPOKE

*politics
rewired*



rumbleup



sesame



SO WHICH TOOLS SHOULD YOU USE?

- We here at the DNC use a version of Spoke called **Scale To Win**
- A few reasons why
 - ◆ Open Source
 - ◆ By organizers, for organizers
- But the sky's the limit





WHAT IS A TEXTING CAMPAIGN?

- Getting, formatting, and uploading lists
- Writing and adding message copy
 - ◆ (A/B tests!)
 - ◆ Canned responses become testing grounds
- Setting up texting hours



DATA MANAGEMENT

- Lets you track goals **GOALS**
- Lets you pivot
- And multiplies output

DA

DA

DA

DA

DA



VOLUNTEER MANAGEMENT

3 Principles:

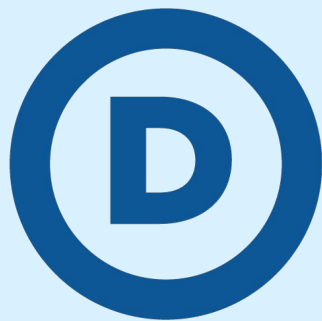
- **People love texting**
- **Use free digital tools & automate everything**
- **Tiered Volunteer Roles & Multiple Roles**





TEXTING ISN'T ENOUGH, BUT ADDS SO MUCH

- P2P works best as a program that serves your other programs. But it adds so much:
 - ◆ An easy way for folks to get involved who wouldn't otherwise
 - ◆ Multilingual outreach
 - ◆ Accurate data



DIGITAL ADS

BEST PRACTICES INSTITUTE

democrats.org/take-action/trainings | @TheDemocrats | #BPItraining

Welcome to the Internet





WHY DO WE ADVERTISE & WHO DO WE TARGET?

- Awareness
- Persuasion
- Turnout

Voter contact digital ads have a primary goal of communicating your campaign's message to voters.

Ad targeting depends on our objective. Ads that are designed to persuade voters target... persuadables. Whereas ads designed to motivate voters to cast their ballot target likely supporters.



WHERE CAN WE REACH VOTERS?

- Facebook
- Instagram
- Google Search
- YouTube
- Snap

There are many platforms to reach voters. Each platform has its own pros and cons.



HOW DO WE TARGET VOTERS?

facebook. Instagram

- List match
- Lookalike
- Demographics (Age, Geo, Gender)
- Interests

Google YouTube

- Demographics (Age, Geo, Gender)
- Contextual Targeting (Topics, Placements, Keywords)



- List match
- Lookalike
- Demographics (Age, Geo, Gender)
- Interests



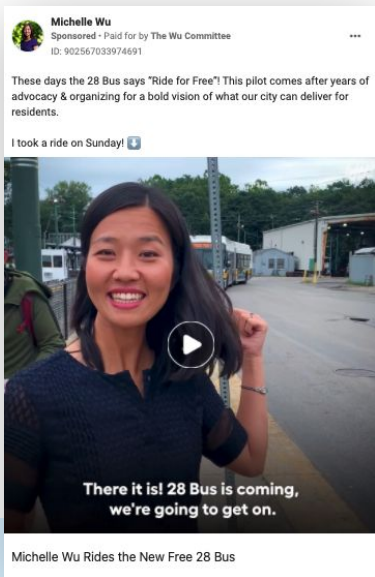
WHAT CREATIVE SHOULD WE USE?

facebook. Instagram

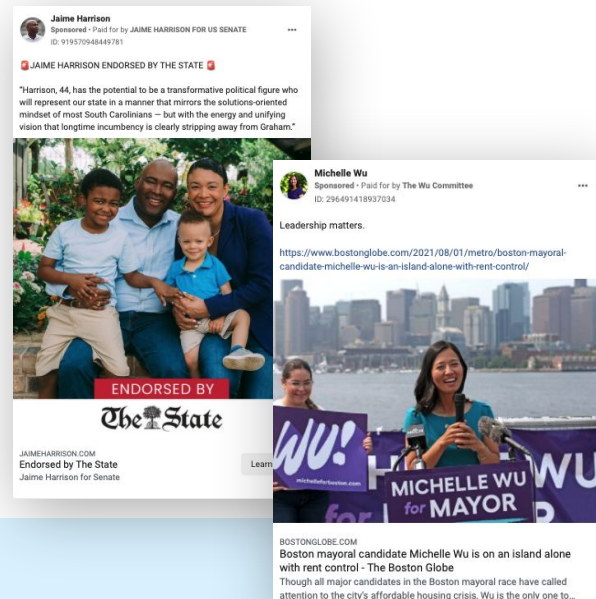
Boosting organic content



Direct-to-camera video



News boosting





WHAT CREATIVE SHOULD WE USE?



Brand Protect Search

Chris Hurst | Fighting for Southwest VA | Putting Our Families First

hurst4delegate.com

He expanded Medicaid, helped reopen schools safely, and expanded Broadband. Delegate Chris Hurst fights for New River Valley families.

Jaime Harrison For Senate | No Cuts To Unemployment | Our Families Deserve Better

jaimeharrison.com/unemployment

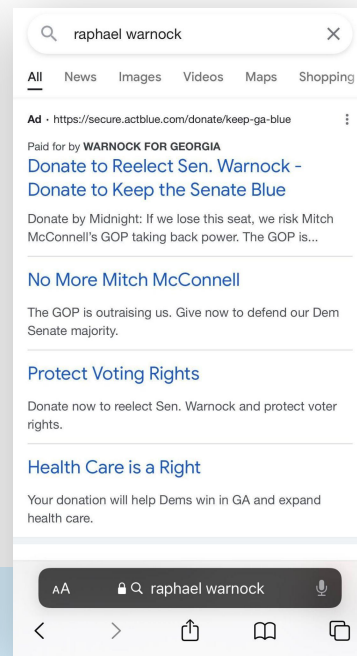
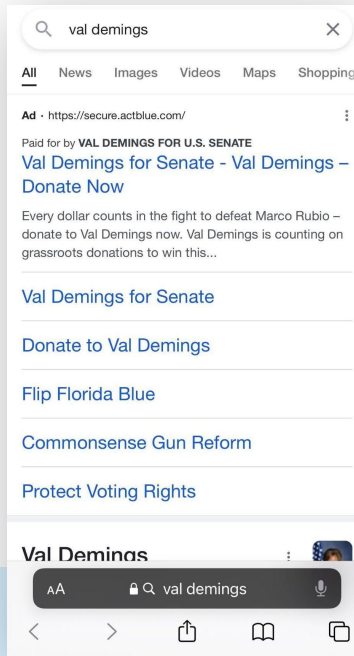
Lindsey Graham wants to cut unemployment benefits by \$600 a month. We need to take care of our families: no cuts to unemployment benefits.

Theresa Greenfield | Democrat for U.S. Senate | The Social Security Candidate

greenfieldforiowa.com

Theresa Greenfield is the candidate who will protect Social Security. She knows what it's like to need a hand up and she'll always offer it to others.

Mobile Examples





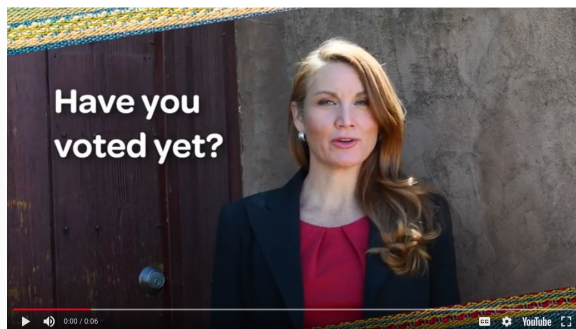
WHAT CREATIVE SHOULD WE USE?



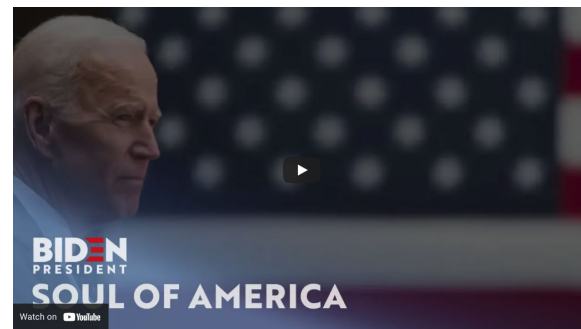
Non-skip video - 15s



Non-skip video - 6s

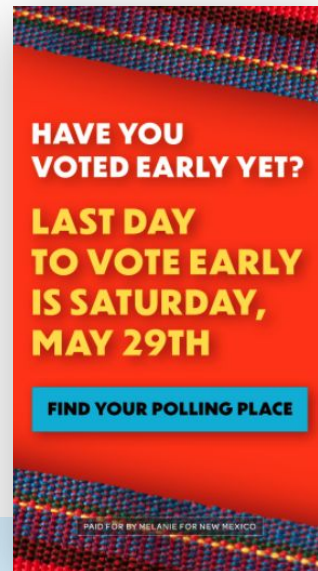
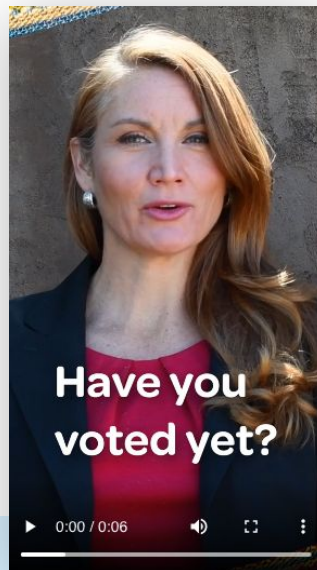


Skippable video





WHAT CREATIVE SHOULD WE USE?





DIGITAL ADS GLOSSARY

- **Impressions:** the number of times your ad appeared on screen
- **Reach:** the number of people who were served your ad
- **Frequency:** the number of times someone saw your ad
- **CPM:** the cost per 1,000 impressions
- **CPC:** the cost per one click



SAMPLE MEDIA PLAN

Platform	Flight Start	Flight End	Audience Description	Est. Audience Size	Est. Reach Rate	Est. Reached Universe	Goal Weekly Frequency	Weekly Impressions	CPM	Weeks	Total Budget
Facebook + Instagram	10/18/22	11/8/22	List match Persuasion Universe	50,000	50%	25,000	5	125,000	\$18	3	\$6,750
Snap	10/18/22	11/8/22	List match Persuasion Universe	50,000	25%	12,500	5	62,500	\$7	3	\$1,313
Facebook + Instagram	10/25/22	11/8/22	List match GOTV Universe	30,000	50%	15,000	7	105,000	\$18	2	\$3,780
Snap	10/25/22	11/8/22	List match GOTV Universe	30,000	25%	7,500	7	52,500	\$7	2	\$735

Platform	Flight Start	Flight End	Audience Description	Est. Clicks	Est. CPC	Total Budget
Google Search	10/18/22	11/8/22	Brand Protect Keywords	500	\$2.50	\$1,250.00



RESOURCES

[Facebook Ad Library](#)

[Google Ad Library \(Political Only\)](#)

[FWIW Newsletter](#)

[BPI Political Ads Tracker](#)



QUESTIONS?

DEMOCRATIC NATIONAL COMMITTEE

www.democrats.org | [@TheDemocrats](https://twitter.com/TheDemocrats) | text TRAINING to 43367

BY TEXTING TRAINING TO 43367, YOU ARE AGREEING TO RECEIVE RECURRING PERIODIC TEXTS FROM THE DEMOCRATIC NATIONAL COMMITTEE. TEXT STOP TO QUIT, HELP FOR HELP. MSG&DATARATESMAYAPPLY. DEMOCRATS.ORG/PRIVACY-POLICY