

FOURTH  
EDITION

TOM SULLIVAN

FOR  
THE  
WIN

COUNTYWIDE  
GET OUT THE VOTE  
(GOTV)  
PLANNING

"People said, 'Rev. Barber, come here and lead our movement.' I said, no, but I will slip in and teach you what we've learned, so you can lead it yourself."

– Moral Monday leader Reverend William J. Barber, II  
President of the North Carolina NAACP  
St. James African Methodist Episcopal Church  
Asheville, NC  
September 25, 2015

**"We're going to be in places where the Democratic Party hasn't been in 25 years. If you don't show up in 60 percent of the country, you don't win, and that's not going to happen anymore."  
– Gov. Howard Dean**

Matt Bai, "The Inside Agitator," *New York Times Magazine*, Oct. 1, 2006

Copyright © 2022 by Tom Sullivan

FOURTH EDITION

The download is configured to print front-and-back. Other inquiries about this copyrighted work may be directed to [info@forthewin.us](mailto:info@forthewin.us).

Active hyperlinks are provided in the electronic document to online publications, government, and internet commerce sites. Hyperlinks to copyrighted materials are provided if permitted by originating site.

Your non-tax-deductible gifts help keep [forthewin.us](http://forthewin.us) live and pay for limited numbers of printed copies for Democratic candidates and campaign influencers. Bound copies cost us approximately \$20 each.

[paypal.me/ForTheWin2018](https://paypal.me/ForTheWin2018)

# TABLE OF CONTENTS

INTRODUCTION.....	Pg. 1
CHAPTER 1: Why GOTV Planning Matters.....	Pg. 3
CHAPTER 2: Get-Out-The-Vote Timeline.....	Pg. 9
CHAPTER 3: Preparation.....	Pg. 13
CHAPTER 4: Volunteers.....	Pg. 15
CHAPTER 5: GOTV Coordinator & Volunteer Coordinator.....	Pg. 19
CHAPTER 6: Election Night Watch Party.....	Pg. 23
CHAPTER 7: GOTV Tool Chest.....	Pg. 25
CHAPTER 8: Work the Plan.....	Pg. 39
CHAPTER 9: Election Day.....	Pg. 55
CHAPTER 10: The Morning After.....	Pg. 57
Appendix.....	Pg. 59

## **ACKNOWLEDGMENTS**

[Paul Choi](#) – Graphic design

[Jill Boniske](#) – Website video

Patsy Keever

[Mike Lux](#)

Denise Marecki

Bridget McCurry

Sagar Sane

Kathy Sinclair

Sarah Sullivan

## **About the Author**

Tom Sullivan is a North Carolina-based Democratic Party activist who has organized and planned Get Out The Vote programs for county and district Democratic campaigns in since 2004. He was Get Out The Vote Coordinator for the 11th Congressional District in 2006. That year, Heath Shuler turned out an 8-term Republican incumbent.

Founder of the Blue Century radio project, he wrote and produced 30-second Get Out The Vote radio spots for Western North Carolina market in 2008 and 2012.

Since 2014, Sullivan has been a daily contributor to [Heather “Digby” Parton’s](#) national progressive blog, [Hullabaloo](#). A former contributing columnist for the Asheville Citizen-Times, his writing has appeared at Huffington Post, Crooks and Liars, Bill Moyers & Company, Campaign for America’s Future, and AlterNet.

In 2019, Donald J. Trump [threatened to sue him](#).

## Introduction to 4<sup>th</sup> Edition

The COVID-19 pandemic caused everyone in politics to reconfigure their 2020 campaign plans. Masks, social distancing, and unknowns about transmissibility made canvassing inadvisable for much of 2020. Phone banking and texting took up the slack. Electioneering in masks felt less effective and may have cost N.C. a state supreme court seat by 401 votes. It remains unclear just now where we will stand in 2022 or how Democrats will need to campaign.

For The Win is primarily for county committees with little exposure to how major campaigns build their Get Out The Vote (GOTV) programs. New county chairs lacking experience in countywide organizing may also benefit. “It’s like they give you a small box of parts ... with no assembly instructions,” one organizer observed about skills state parties train. For The Win is the instructions for building a Get-Out-The-Vote program with little money and limited computer skills.

Here’s hoping things will be back to “normal” in 2022.

\*\*\*\*\*

On Election Day 2014, an election protection attorney was at the county Democratic Party headquarters in Asheville, NC. An experienced campaign operative from Boston, he figured North Carolina was where the action would be in 2014. Late that afternoon, he approached me in the hallway and said with some admiration that he’d never seen an operation like ours.

That was before the polls closed and Buncombe County Democrats won back two state house seats from Republicans, including one held by a board member of the American Legislative Exchange Council (ALEC). Across North Carolina, Democrats netted 3 state house seats. Elsewhere across the South (and across the country), Democrats got hammered.

Democrats from surrounding counties felt Buncombe had found the “secret sauce.” They wanted us to bottle it and send them a case. This primer is the result.

We use Buncombe County, NC as the template for organizing a countywide GOTV program. This primer does not contain everything a county committee might do or should do in a changing political landscape, but what programs we have tested and proven. It is not a comprehensive GOTV manual, but a planning tool for how you as a county leader can more effectively support multiple Democrats running in your county, each with their own campaign strategies and targeting.

Emily’s List and other groups offer excellent campaign schools for teaching candidates and staff how to run effective campaigns. State parties offer training in organizing precincts and in using the VoteBuilder database for pulling lists for GOTV phone banking and canvassing. But it turns out no one teaches county

officers the nuts and bolts of organizing and coordinating a months-long GOTV program. Most political operatives learn that only by the seat of their pants over multiple election cycles. And when they leave, what they've learned leaves with them.

That has to change.

A week ahead of Election Day 2006, the district field director and I made a tour of several rural counties to check on their preparations. In one county, we asked party leaders what else they still needed to do.

"We're done," they told us.

Excuse me?

"We called through the phone list and put out the signs."

They caught us looking sideways at each other.

"You mean, you want us to do ... *more*?"

They'd done all they knew to do.

Consider. If you're not in a swing state, and especially if you're in a more rural county in not-a-swing-state, the presidential nominee isn't parachuting in a team from national headquarters to show you how to assemble a high-energy, months-long, countywide GOTV and electioneering effort.

The governor's race doesn't show up out there. The U.S. Senate race doesn't set up out there. That's why many local Democratic committees don't do more ... because they don't know what more looks like.

This is what more looks like.

– Tom Sullivan

**A GOTV Toolbox containing ready-to-customize spreadsheets and documents with much of the information from this primer and more may be downloaded from:**

**[GOTV Toolbox](https://bit.ly/GOTVToolbox4thEd)** (or at <https://bit.ly/GOTVToolbox4thEd>)

## CHAPTER 1

# WHY GOTV PLANNING MATTERS

## CH. 1 WHY GOTV PLANNING MATTERS

*Winning an election is not just a contest of ideas. It is a contest of skills.*

In presidential election years, campaign field teams fan out across the country and target their universe of likely voters. With phone banks and canvassing they beat the bushes to get likely voters off their couches and out to the polls. **Yet many voters vote only the marquee races and leave down-ticket races blank.** Democrats cannot afford to leave those votes on the table. Control of Congress, state legislatures, many state courts, and redistricting depend on it.

The White House may be won on the strength of a few large, populous states, but forfeiting the battle in many smaller, redder states can leave a new president facing a gridlocked Congress. The same is true of governors elected on the voting strength of large cities, but facing a legislature made up of political opponents from more numerous, smaller counties.

Your county's Democratic Committee is unlikely to be planning its GOTV effort in a vacuum. Campaign managers' primary focus is targeting and turning out voters for their candidates. The precinct's role is to get out the vote in the neighborhoods. But now that early voting means two-thirds of voting takes place before Election Day, county chairs and their team have the task of coordinating candidates' and their precincts' efforts. They ensure electioneers staff early voting and Election Day polls and help voters vote every contested race where Democrats are on the ballot, plus every nonpartisan city council, school board, and judicial race featuring registered Democrats.

There are basic skills (and tools) every county Democratic Committee needs: VoteBuilder skills, a web site, a social media presence, voter registration drives, a strategic plan, and fundraising. State Democratic Parties offer discrete trainings in party structure, precinct organization, and in pulling phone and walk lists with VoteBuilder.<sup>1</sup>

To be maximally effective in "closing the deal" with voters on Election Day, your county committee needs more than basic precinct-organizing skills. It needs a countywide GOTV *program* and assembly instructions for building one. Democrats in large swaths of the country have little or no organization, as the map opposite indicates.

This is not *Theoretical Foundations of Campaign Craft*. Your county Committee does not *run* candidates' campaigns. It *supports* them. This is a practical, nuts-and-bolts primer for planning a countywide GOTV program to get the most out of

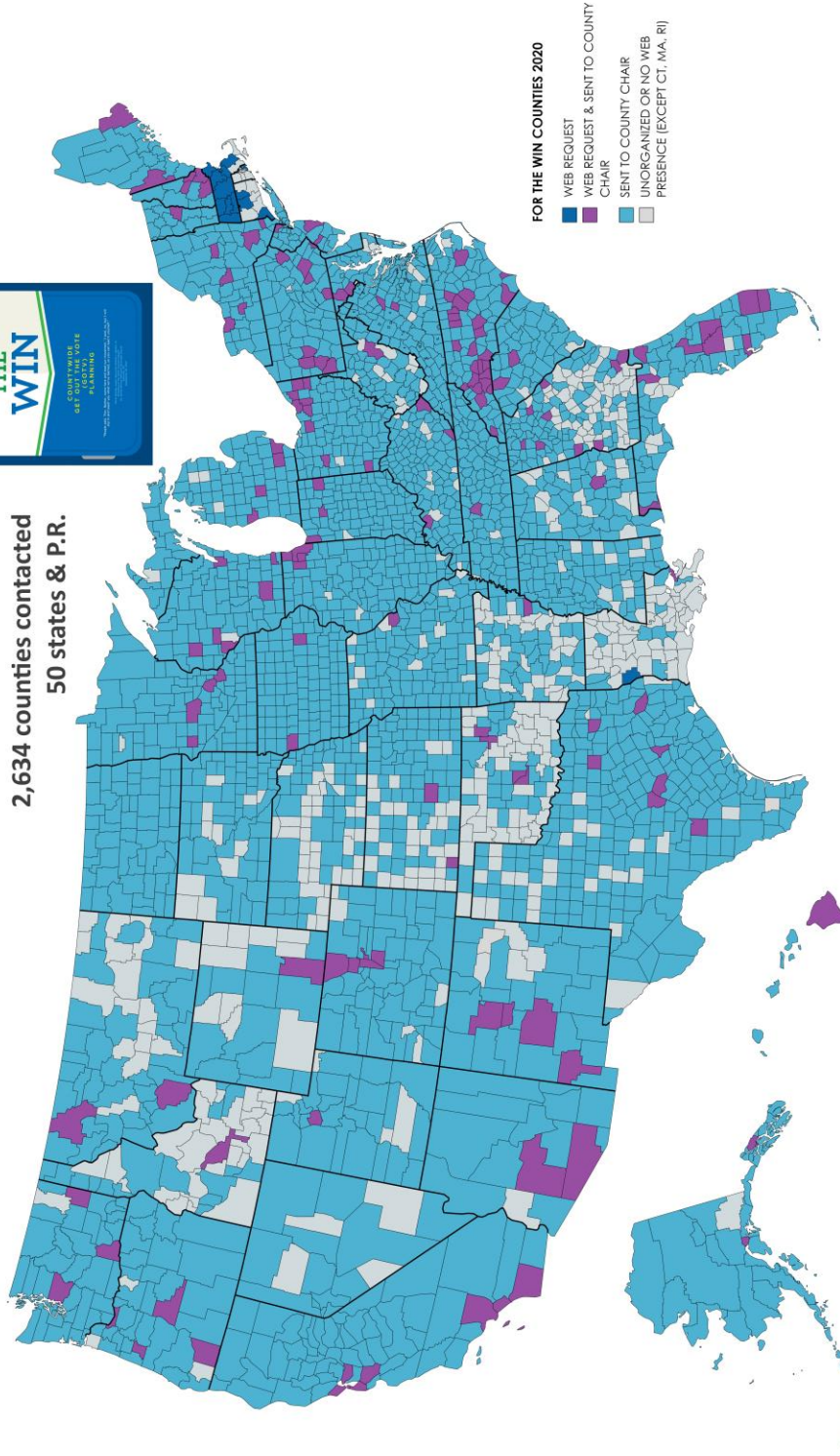
---

<sup>1</sup> Groups such as Emily's List and the Progressive Change Campaign Committee offer excellent trainings geared towards teaching candidates and staff how to run effective campaigns for office, plus some in-depth training on developing a social media presence. (Your county should already have one.)



# For The Win's reach: 2020

2,634 counties contacted  
50 states & P.R.



Created with mapchart.net

The blue states of Connecticut, Massachusetts, and Rhode Island are organized by hundreds of cities, wards and townships, not by counties. Copies were sent there by request.

## GOP'S 2014 GAINS IN SOUTHERN STATE LEGISLATURES

Republicans gained more than 60 seats in Southern state legislatures in the 2014 elections. The only remaining legislative chamber with a Democratic majority is the Kentucky House.

STATE	CHAMBER	PREVIOUS MAJORITY	2014 RESULT	GOP GAINS
AL	Senate	Republican	Republican	+3
	House	Republican	Republican	+6
AR	Senate	Republican	Republican	+2
	House	Republican	Republican	+13
FL	Senate	Republican	Republican	+0
	House	Republican	Republican	+8
GA	Senate	Republican	Republican	+1
	House	Republican	Republican	+1
KY	Senate	Republican	Republican	+3
	House	Democratic	Democratic	+0
LA	Senate	Republican	N/A*	+0
	House	Republican	N/A*	+0
MS	Senate	Republican	N/A*	+0
	House	Republican	N/A*	+0
NC	Senate	Republican	Republican	+1
	House	Republican	Republican	-3
SC	Senate	Republican	N/A*	+0
	House	Republican	Republican	+0
TN	Senate	Republican	Republican	+2
	House	Republican	Republican	+2
TX	Senate	Republican	Republican	+1
	House	Republican	Republican	+5
VA	Senate	Republican	N/A*	+0
	House	Republican	N/A*	+0
WV	Senate	Republican**	Republican	+8
	House	Democratic	Republican	+15
Total Republican Gains in Southern State Legislatures in 2014				+65

\* State elections in Louisiana, Mississippi and Virginia take place in odd-numbered years. The next South Carolina state senate elections are in 2016.

\*\* The WV Senate had a 17-17 partisan split after the elections, but on Wednesday 11/5, Democratic Sen. Daniel Hall switched to the Republican Party, giving the GOP an 18-16 advantage.

SOURCE: National Conference of State Legislatures data as of 11/6/14

CHART: Institute for Southern Studies



With help from a guy named Obama, Buncombe County, NC Democrats won every race on the ballot in 2008 – 36 for 36. When other NC counties lose ground, Buncombe holds its own. In 2014, Democrats across the South lost big. Buncombe picked up seats.<sup>2</sup>

<sup>2</sup> Inst. for Southern Studies/Creative Commons: <https://creativecommons.org/licenses/by/3.0/us/legalcode>.  
[https://web.archive.org/web/\\*/http://www.southernstudies.org:80/2014/11/republicans-tighten-grip-in-southern-state-legisla.html](https://web.archive.org/web/*/http://www.southernstudies.org:80/2014/11/republicans-tighten-grip-in-southern-state-legisla.html)



volunteers' efforts. Come Election Day, this is For The Win.

**We focus on techniques and tools that require little money – mostly volunteer-power.** Buncombe County Democrats have a permanent headquarters, 80 precincts, and well over a dozen Early Voting locations to service. Smaller counties will scale back to suit available funding and manpower.

*If you are not Goliath, fine. Be David.*

Good planning will not only win races but grow your organization. Knowing they've got a solid organization to back them can spur hesitant, first-time candidates to run for office. It inspires confidence in volunteers and brings them back for another shift and the next election.

Moreover, demonstrating that your committee is a vital organization with a program for winning races all the way down the ballot **will attract donors**.



Get Out The Vote weekend phone bank volunteers sign in.

You know them. They show up every presidential election. You've never seen them before and don't know their names. All they want is a yard sign.

But as they wait, if they see volunteers arriving for a phone bank, signs bundled and staged to go out, people with clipboards headed out to canvass? We've seen this multiple times: People who are never going to knock a door or pick up a phone get their signs and – unprompted – pull out a checkbook and ask, "Who do I make the check out to?"

Because they can see your team has it going on. And they don't even know what *It* is.

***Amateurs talk strategy. Professionals talk logistics.***

– sometimes attributed to Gen. Omar Bradley

## CHAPTER 2

# GET OUT THE VOTE TIMELINE

## CH. 2 GET OUT THE VOTE TIMELINE

Supporters ask every January in general election years when we plan to get working on the November presidential race. We look them in the eye and tell them we started the day after the last election.

Putting together an effective Get Out The Vote program takes planning. Start early! Build your GOTV program into your county strategic plan. We establish a GOTV timeline before the end of May in a general election year. But ours is a county with a history of activism. **Your county committee may take longer** to recruit the foot soldiers you will need to implement your program.

The timeline on the following page was created in MS Office PowerPoint using the free Office TIMELINE add-on. Your GOTV timeline will define the time frames for accomplishing tasks needed to maximize your effectiveness on Election Day (and during the Early Voting period, if applicable). Set milestones for key events or dates. Review this planner and draft a written GOTV plan that includes what items will require funding and how much you will need to raise.

**Pro Tip:** Notice at the top of the Timeline a flag for Yom Kippur, the Jewish Day of Atonement. You wouldn't schedule canvasses or phone banks on Christmas or Easter. Don't be a schlemiel and schedule them on Yom Kippur. Be aware too that Rosh Hashanah, the Jewish New Year celebration, occurs earlier during campaign season.

Working backwards from Election Day, map out what tasks needs to be done and when. Estimate how long each will take. Recognize most voters pay little attention to politics before Labor Day. Campaigns and your planning start much earlier, of course, but as county leaders your field program work will be concentrated after Labor Day.

Your local committee will want to have presence at community festivals from mid to late summer and into the fall. These are good volunteer recruitment opportunities and will help clue in voters about the upcoming election,

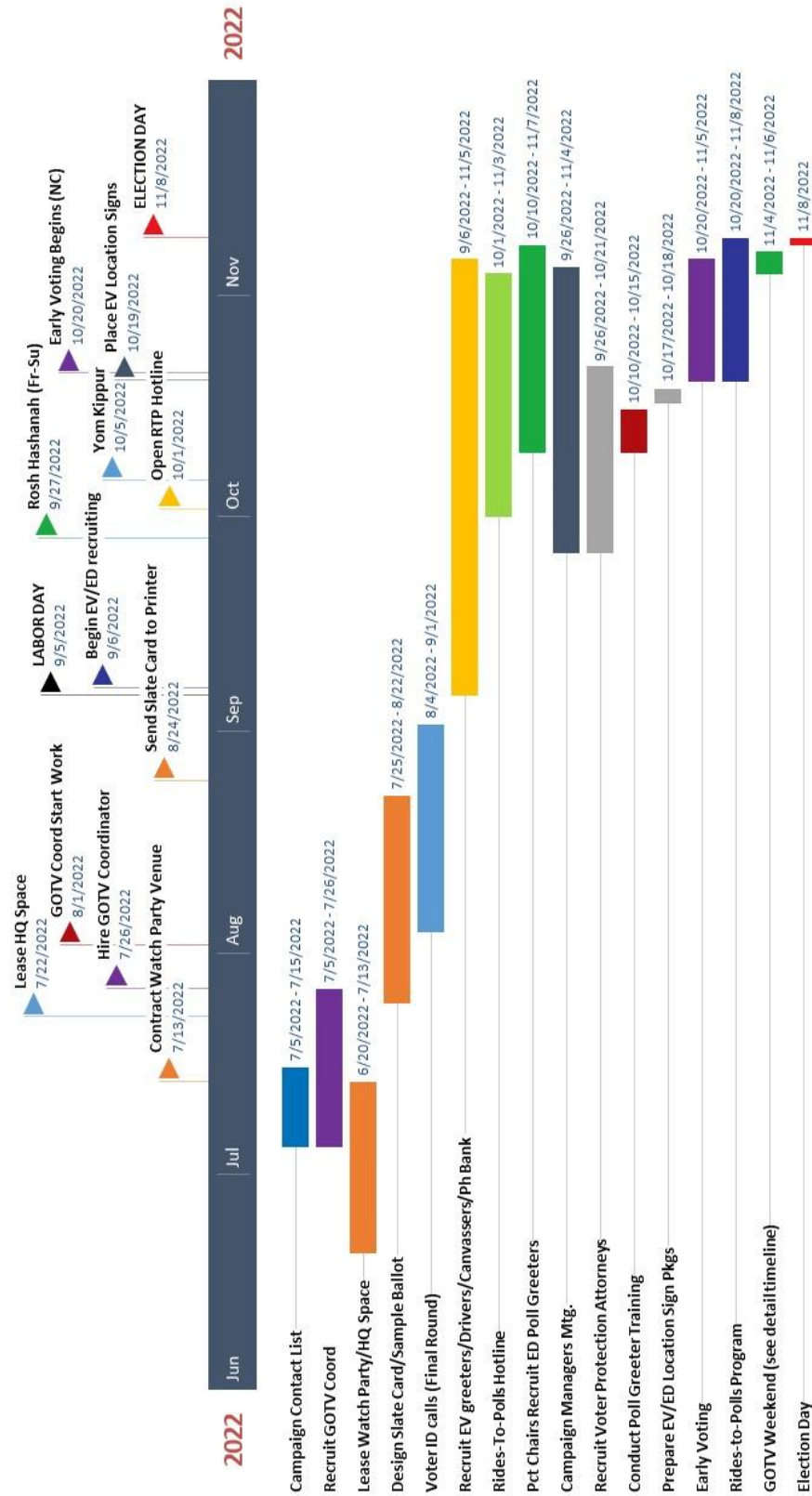
especially because so many typically sit out the mid-term elections.

Plan on taking advantage of state trainings in VoteBuilder, and in canvassing and precinct activation early in the cycle. But your state party is not likely to be sending you literature early. They'll expect you to waste it all before Election Day and hold back until the last minute. If you are starting your own GOTV efforts early, you'll have to print your own or improvise.

*Every election cycle is different!*

Be flexible. Proper preparation takes time. Be realistic in setting goals. This is a marathon, not a sprint.

## GET-OUT-THE-VOTE TIMELINE (sample)



Timeline created in MS Office PowerPoint using free Office TIMELINE add-on: <https://www.officetimeline.com/download>

## NOTES



## CHAPTER 3

# PREPARATION

## CH. 3 PREPARATION

Winning on Election Day does not necessarily go to the campaigns and candidates with the most money. Most of the approaches in this document rely on volunteers, free software and online tools, and creativity.

***How much money will your county need?*** There is no simple formula. Compare notes with similar-sized counties. How much your committee can both raise and spend will depend on your fundraising skills and past experience, plus whether or not your county has a permanent headquarters or uses donated or rented space for GOTV activities during campaign season. An effective GOTV effort need not require a large budget. But do not be shy about asking for donations. Your enthusiasm and energy will attract money to your GOTV program. This is a team effort, and your success equals local candidates' success. Local Democrats will want to help you help them.

Insist that ALL of your first-time candidates take campaign training from [Emily's List](#), the [Progressive Change Campaign Committee](#) (PCCC), or [Democracy for America](#), etc. If they hope to mount powerful campaigns in your county/district and win in November, a trained campaign staff and candidate will increase the chances many times over. Do it before (or at least early in) the campaign cycle.

Encourage young activists to get campaign training as well. They are your future winning campaign managers. Send them to a training to learn how to win.

Your countywide GOTV program will be shaped by which race is at the top of ticket and whether or not the top-of-ticket candidate has a campaign presence in your county. Some years, your County Committee will take the lead. In others, a national or statewide campaign might. Or your State Party's Coordinated Campaign may provide money and local/regional field staff for GOTV in your county to direct/assist volunteer recruitment, voter identification, voter registration, etc.<sup>3</sup> Your Committee's role is to support those efforts.

But your County Committee can neither wait on nor count on a major state or national campaign parachuting in with money, volunteers, and a game plan for you. Your county's Election Day success depends on the skills and experience your volunteer team grows with each election. You are building the Democratic Party from the bottom up.

---

<sup>3</sup> "The coordinated campaign is a massive voter registration and mobilization effort carried out by state, federal, and the local party committees, and candidate campaigns. Interest groups that are aligned with a particular party also may participate. Cooperative in nature, coordinated campaigns are carried out in regions where a high turnout among party loyalists and swing voters could make the difference between election and defeat for party candidates up and down the ballot. The roles of those participating in coordinated campaign vary according to their abilities and the circumstances in particular election cycles." Richard G. Niemi and Joshua J. Dyck, "Guide to State Politics and Policy," CQ Press, October 18, 2013, pg. 123.

## CHAPTER 4

# VOLUNTEERS

## CH. 4 VOLUNTEERS

*Boots on the ground can trump money in the bank.*

### **You cannot buy volunteers.**

Treat them well. Treat them with respect. Thank them often. Feed them. If they have positive volunteering experiences, they will come back and bring their friends. Not just for another shift, but for the next election.

Providing a positive, productive experience for volunteers is key to your success, both at the polls and going forward as a local committee.

Add a volunteer form to your website that identifies skills. When people sign up, *follow up*. As you enter prime campaign season after Labor Day, find a Volunteer Coordinator (more on that in the next section) to help welcome, orient, and assign tasks to the volunteers who offer to help.

Identify new talent. Take special note of volunteers who show up more than once. They will soon become valued team members.

Engage them and keep them in the loop. Volunteers want to feel they are a vital part of the team. Weekly email updates by your GOTV coordinator will help, particularly for volunteers who answer phones, as details keep changing over time.

If supporters want to help the cause but refuse to be poll greeters or to knock doors or to make phone calls, ask them to donate snacks or food for the phone bankers and canvassers, especially **hot meals** on GOTV Weekend. Everyone on your team will appreciate it and remember them.

There will, however, be activities you will not want inexperienced volunteers doing on their own without checking with leadership first. This is not meant to dampen enthusiasm or micromanage. Explain diplomatically that there are campaign finance and other election laws that govern what we do in our GOTV efforts. Some literature, for example, needs to go through the experienced hands in the party committee before going out the door to ensure legal i's are dotted and t's are crossed. Better to avoid mistakes than have to answer for them.

For example, 501(c)(3) nonprofit groups may conduct issue advocacy, voter registration, and non-partisan voter education operations alongside your field team. But such groups are prohibited from participating in political campaigns, directly or indirectly, on behalf of candidates or a political party.<sup>4</sup> No matter how

---

<sup>4</sup> <https://www.irs.gov/charities-non-profits/charitable-organizations/the-restriction-of-political-campaign-intervention-by-section-501c3-tax-exempt-organizations>

excellent the voter education materials, do not allow well-meaning volunteers to add the group's literature to canvass packets or leave stacks for visitors to your headquarters. This could put at risk the nonprofit's tax-exempt status.

### **Your volunteer army runs on food.**

There may be multiple locations to staff during Early Voting and Election Day. Besides extra slate cards, your Democratic volunteers may need water, cookies, crackers, chocolate, hand warmers, umbrellas, and sunscreen. Cost for these comfort supplies is minimal. Assemble several resupply boxes that will sit comfortably on the passenger-side front seat. Assign a driver-volunteer (Runner) to circulate among locations morning and afternoon to resupply volunteers, report back on voter traffic, etc.



Your volunteer army runs on food.

Even if volunteers do not take any supplies/snacks, just having drivers drop by through the day and offering treats tells volunteers you CARE, that you VALUE what they do,

that they are IMPORTANT. You want your volunteers to feel recognized. You want them to come back for another shift and on Election Day. The little things are important. Plus, opponents will be intimidated by the presence of such an organized Democratic GOTV effort!

***Something to look forward to:*** by GOTV Weekend, your entire team will be sick of eating cold pizza.

# NOTES

## CHAPTER 5

# GOTV COORDINATOR & VOLUNTEER COORDINATOR

## CH. 5 GOTV COORDINATOR & VOLUNTEER COORDINATOR

Assemble a volunteer team beginning in July. You will need one. As county executive officers, you already have your hands full.

If your county can fund it, hire a GOTV Coordinator to manage all these tasks (or recruit a capable volunteer willing to *work*). In Buncombe County, it requires 5 or 6 days a week to manage recruiting efforts, coordinate with local campaigns, and maintain associated Google Docs beginning in August. She/he will field calls and coordinate and direct your troops, especially once Early Voting starts (if your state has Early Voting). The GOTV Coordinator will also work with precinct chairs to ensure that Election Day Poll Greeter shifts are filled.

Do not expect your GOTV Coordinator to also serve as receptionist, office manager, and Volunteer Coordinator or your plan may never come together.

*In a sweep election like 2014, the GOP should have won it all. But by combining mailers and campaigning cooperatively, in the first year of North Carolina Democrats' Blue Ballot program, its statewide judicial candidates won 3 of 3 contested Supreme Court races and 2 of 3 contested Appeals Court races. The GOP-controlled legislature responded by changing the manner of electing these judges in 2015.*

The GOTV Coordinator will coordinate daily with the County Chair and the other officers in charge of the GOTV program they drafted. Especially the treasurer and officer charged with overseeing communications.

If there is budget for slate cards and/or print ads, the GOTV Coordinator will coordinate with the Chair to get the copy and artwork to the printer in a timely fashion or ensure that enough get printed at a local print shop to meet the expected need. Any costs for materials and printing will be tracked by the treasurer.

If your county has a more limited budget, reserve funds for printing Poll Greeter materials, i.e. slate cards or sample ballots.

Online and print community calendars and social media can be used effectively. Even local radio public service announcements. Be creative. See Chapter 7 GOTV Tool Chest.

### Campaign Managers' Meeting

The County Chair and GOTV Coordinator should schedule weekly coordination meetings with campaign managers and coordinated campaign leads starting mid-to-late September. Candidates are busy with events. Not all will attend each week.

### Volunteer Coordinator

If your County Committee rents or owns a headquarters space for the election,



recruit a Volunteer Coordinator to start after Labor Day. Your Volunteer Coordinator will greet volunteers when they arrive looking to help. Try to set up simple tasks in advance for drop-ins, because your formal organizing events may not coincide with when volunteers show up unannounced. You may have little for them to do at that moment, but you want them to feel needed and appreciated. Show them around. Introduce them to the county chair, to candidates, and to the GOTV Coordinator.

The Volunteer Coordinator's job is to harness volunteers' energy and enthusiasm, to sign them up for upcoming tasks or to phone bank, canvass, or prepare walk packets for canvassers. New volunteers may not realize how much of campaign work is simply grunt work. Campaign veterans know: pretty much all of it.

The Volunteer Coordinator will take the lead in recruiting volunteers for phone banks, canvasses, and Early Voting greeter shifts. She/he will ensure that sign packages are assembled and picked up, and that literature packages are prepared for GOTV Weekend and Election Day. The Volunteer Coordinator will also work with county officers and local campaigns to staff party booths to register voters and "show the flag" at local festivals taking place in the fall. College interns might also assist through the summer and into the fall.

Place trustworthy volunteers at the main phone on a regular schedule to answer voters' questions by just after Labor Day. Consider a training for these volunteers.<sup>5</sup> They will have to handle some tough calls and learn to "read" callers or walk-in visitors who might be trolling for the opposition, or worse, surreptitiously videotaping. (Google: Project Veritas.)

She/he will ask volunteers to assemble a reference booklet with critical contact numbers (County Committee officers, State Party contacts, local board of elections, local officials, local campaign offices, and national candidates' websites, etc.) to give to callers. **Do not** include or give out candidates' phone numbers. Give out their campaign managers' numbers instead, but only when asked. That is the job campaign managers signed on for.

Include numbers for the DNC offices in Washington. Often, people who call their local Democratic committee office for the first time to ask about national campaigns do not realize that calling the local office is the equivalent of calling army mechanics at the motor pool and asking for the base commander's itinerary:

*No, [Democratic candidate] cannot take your call.*

*No, the campaign hasn't left word when she/he is coming to town.*

*Yes, I know the phone listing says Democratic Party.*

One question volunteers are sure to hear in October from voters and from the press: *Where's the Election Night Watch Party?*

---

<sup>5</sup> Keep your answering machine's caller ID memory freed-up to collect threatening callers' numbers.

# NOTES

## CHAPTER 6

# ELECTION NIGHT WATCH PARTY

## CH. 6 ELECTION NIGHT WATCH PARTY

An Election Night Watch Party is the last thing candidates want to be bothered about months ahead of Election Day. Because it is not about electing them. Because it is not about getting out the vote.

Except it is ... for their re-election. An Election Night Watch Party is about party-building, about thanking the volunteers who have given so much of their time to your GOTV effort. It is about getting campaign volunteers to come back for the next election and to stay involved with the Party in between.

It is about showing those who never volunteered, who never saw all the work your team did (but show up for the food and Election Night excitement) that yours is an organization they might want to **support financially**, even if not as field volunteers. **Be sure guests sign in.** They will be fundraising targets. The Watch Party is also about showing your community, your opponents, and the local press that your party committee is a force to reckon with.

Explore securing an Election Night Watch Party venue in June or July in partnership with local candidates. Signing the contract for a venue and negotiating any food arrangements will fall to the County Chair. The venue should be large, centrally located, and accessible for volunteers, supporters, candidates, staffers, and press. It should have a large-screen TV, a sound system, and a bar.

Coordinate with local candidates for contributions to the Election Night Watch Party and budget carefully for any food/catering. Renting sufficient space and providing (a limited amount of) food costs money. Consider asking prominent officials or party stalwarts to sponsor Election Night. An event venue that allows outside food can help keep down costs; perhaps volunteers or a local caterer will donate food.

By mid-September, recruit volunteer/auxiliary groups to help organize Election Night and handle the details. Ask a volunteer with access to a digital projector, a projection screen, and a laptop to serve as Master of Returns on Election Night. She/he will project local and state results from state/county election websites as national returns come in via cable TV channels.

The Committee officer responsible for communications should send out a press release about Election Night one month ahead. In the week before Election Night, the party coordinator should individually dial through every single press contact to ensure they have received the information about the Watch Party.

If there is a national or statewide campaign office in the area, extend a personal invitation to the staff and volunteers. Their focus will be their one race. If you are in an eastern time zone, they may be phone banking until voting ends in western states, but still need to know they are welcome to celebrate with local activists.

## CHAPTER 7

# GOTV TOOL CHEST

## CH. 7 GOTV TOOL CHEST

Our strategy here is not to teach county chairs every Get Out The Vote tactic there is, but rather those that will help them more effectively support the Democratic campaigns operating in their counties.

A free GOTV Toolbox containing ready-to-customize spreadsheets and documents with much of the information from this primer and more may be downloaded from:

**[GOTV Toolbox](https://bit.ly/GOTVToolbox4thEd)** (or at <https://bit.ly/GOTVToolbox4thEd>)

In addition, the National Council of State Legislatures (NCSL) website includes a comprehensive set of documents detailing 50 state practices for Early and Pre-Election Day Voting, Election Observation/Poll Watchers, Primary Elections, Voter Registration, and Voting Equipment.<sup>6</sup>

### Digital Support

Technology should not be a barrier to productivity. Lacking the budget to update those donated computers with current office software or operating systems? LibreOffice is a free, open source suite of word processors, spreadsheets, etc. that emulates Microsoft applications (free download <https://www.libreoffice.org/>). Another is Open Office (<https://www.openoffice.org/>). Free, Linux-based, open source operating systems with a Windows-like interface, Ubuntu (<https://ubuntu.com/>) and Zorin (<https://zorinos.com>) are easy for the minimally computer-savvy to download and use. Laptops for phone banking (no need for “Office” software) may be loaded with the Chrome (a.k.a. CloudReady) operating system, available free from Neverware (<https://www.neverware.com/>).

RagTag (<https://ragtag.org/>) is a distributed team of volunteer tech specialists that “offer tech support and advice to activists, organizers, and campaigns,” whether it is modifying code, helping a candidate set up a website, or debugging your office WiFi.

Launched in 2022, OpenCampaign (<https://www.opencampaign.xyz/>) is a volunteer-operated site offering “a free open source library” of campaign planning documents, tools, volunteer forms, worksheets, and how-to guides more current than our GOTV Toolbox.

### VoteBuilder / NCEC Data

VoteBuilder, the Democratic Party’s national voter database, is a primary tool year-round. Your State Party should provide logins to your officers and key

---

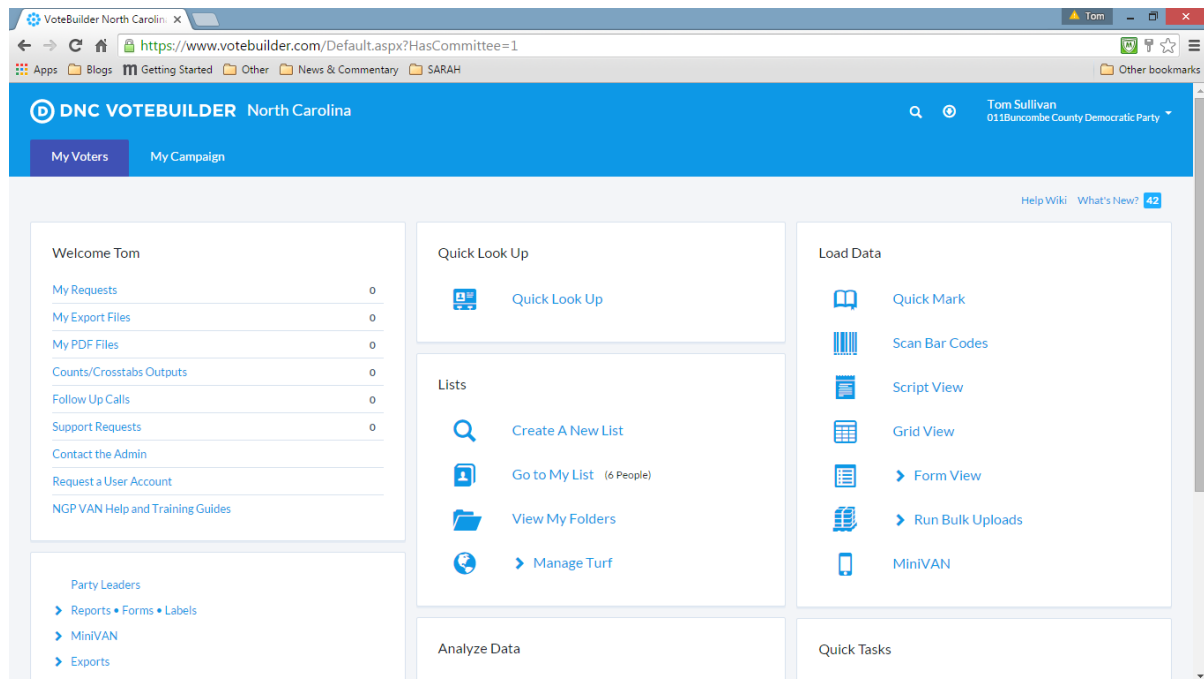
<sup>6</sup> <http://www.ncsl.org/research/elections-and-campaigns/election-laws-and-procedures-overview.aspx>

volunteers, plus provide training in pulling voter lists and in using the Virtual Phone Bank tool.

Assuming local candidates have campaign managers, they have spent months prior to Election Day fine-tuning their GOTV “universe.” Starting with a high-pass supporter identification list, they moved on to a persuasion universe, and finally arrived at Election Day with a GOTV universe of voters to contact who they are confident will vote for their candidates if they can turn them out.

As county committee leaders, use caution before extracting and targeting a raw list of registered Democrats at the 11th hour and attempting to redo your candidates’ work, or worse, undoing it and turning out the wrong voters. Instead, coordinate closely with local campaigns to mount canvasses and phone banks using lists they have built through months of effort and volunteer hours.

More about this under *Canvasses and Phone Banks*.



VoteBuilder: the Democratic Party’s national voter database is a primary tool year-round.

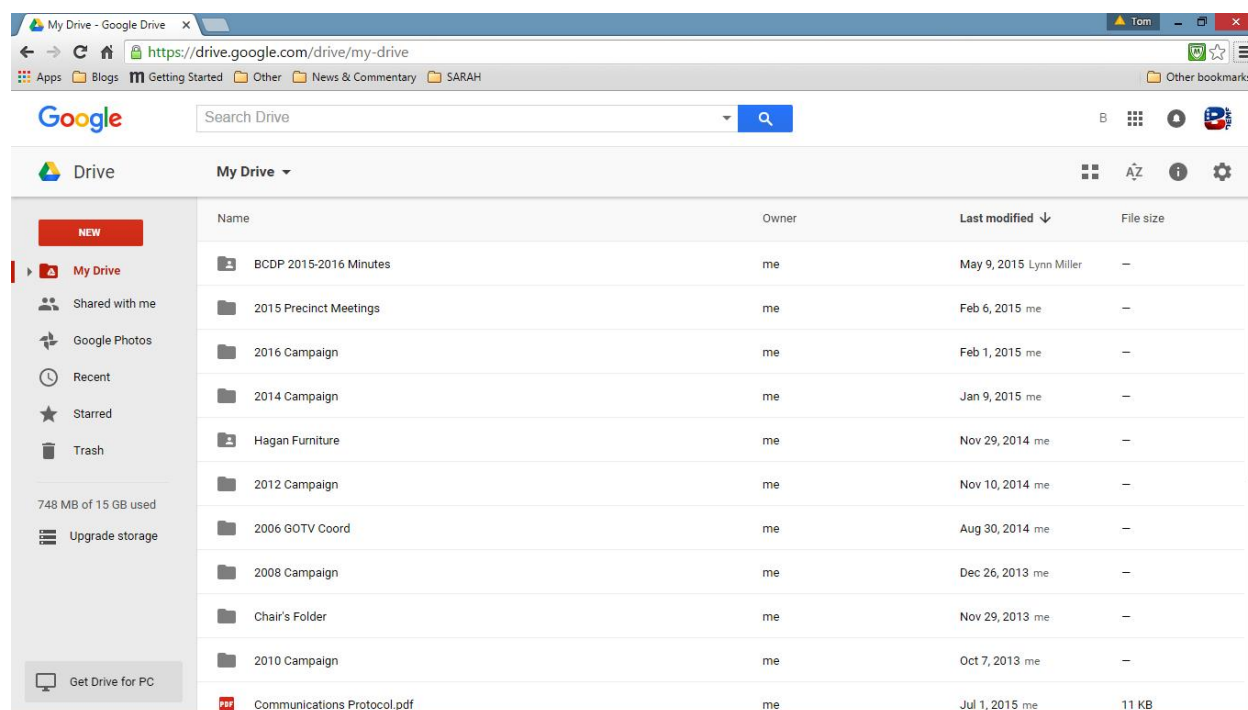
Your State Party should also provide you with data from the [National Committee for an Effective Congress](#) (NCEC) for precincts in your county. The Democratic Performance number for each precinct is an indicator of the likelihood that voters in the precinct will vote Democratic. Your precinct captains will use VoteBuilder lists and NCEC Data to contact voters in their neighborhoods, not just during the GOTV period.

## Google Docs

If your County Committee is not using Google Docs and Google Drive to archive and share documents, get a free account and START NOW. You are building up a knowledge base and archive of useful documents stored in the Cloud that county officers who follow you will rely on to make their jobs easier. Stop reinventing the wheel each election cycle.

Organize your storage thoughtfully, perhaps by general election cycle, and use it religiously. Remember to pass on passwords for the Google account, website and Facebook accounts, and other passwords to county officers who take your place – *for them to deactivate and/or change*. Your county’s archive won’t get lost when the hard drive crashes, the flash drive gets lost, or the laptop “walks off.”

Personal information for candidates, volunteers and other campaign information can be compromised if too many have access.



Google Drive: Get important campaign documents and data into the Cloud for those who follow you.

## Campaign Contact List

As early as practicable, County Committee officers and/or the GOTV Coordinator should assemble a *private*, direct contact list for federal, state, and local candidates and campaign managers with whom you will coordinate locally. Make it as complete as possible and keep it updated. These will include campaign managers’ and candidates’ personal cell numbers and email addresses. Your team



will need these contacts for GOTV Weekend, for the Election Protection team, and on Election Day. DO NOT PUBLISH.

## Social Media

If you hope to turn out voters age 35 and under, a social media strategy is no longer a luxury. It is a campaign necessity. If your local Committee and your candidates do not have a social media presence, you do not exist for younger voters. (Younger voters avoid Facebook, preferring Twitter, Instagram, etc.)

A social media strategy is not simply about posting content. It should be an integrated part of an ongoing, overall strategy for *engaging voters*. Watch for a social media training near you.<sup>7</sup> Send your young, tech-savvy volunteers. A single point of contact among your officers should direct the digital effort, supported by volunteers versed in social media.



A social media strategy is not simply posting occasional content.

You should already have a county website (if resources permit) and a Facebook page<sup>8</sup>, plus Twitter, and Instagram accounts through which you regularly engage voters. If not, work with local campaigns to support theirs. Mid-July in an election year is already too late to start from scratch. Building your online identity/presence is beyond the scope of this training.

<sup>7</sup> Beth Becker is one of the top social media trainers in the country. Her free, monthly newsletter with social media tips and tricks is available by signing up on Facebook at Becker Digital Strategies under the ABOUT tab.

<sup>8</sup> Websites and Facebook pages should include contact emails or web forms so voters can reach you.



Home Our Party Join Us Vote Learn More News Contribute



Today/ October 2018

Week Month Agenda

Sun	Mon	Tue	Wed	Thu	Fri	Sat
30 1:30pm Phone Bank for David 3pm Phone Banking for Phil 5pm BCDP Weekly Phone Bank 6:30pm Poll Greeter Training	Oct 1 10:30am Phone Bank for David 5pm Weekly Phone Banks	2 11am Front Desk Volunteer 11:45am VOLUNTEER LUNCH 5:30pm Reception for Quent 6:30pm 11th District Meeting	3 5pm Phone Banking for Quent 6pm Break the Majority Phone 6pm West Asheville Candida	4 10:30am Phone Banking for David 5pm Asheville for Anita Earl	5 10:30am Phone Banking for David 9am Canvass with Mitch Lan 11am Riceville/Swananooa C 6pm Annual NCDP Western I 8:30pm An Evening with You	6
7 12pm Canvass Buncombe for David 1:30pm Phone Bank for David	8 10:30am Phone Bank for David 1pm Poll Greeter Training 2pm Canceled: Rover Train 5pm Weekly Phone Banks	9 9:30am Veterans Restoration 5:30pm Phone Banking for Phil 6pm Phone Bank for David 6pm Cluster Leader Meeting 6:30pm Early Voting Kickoff	10 4pm Senior Dems Monthly Meeting 5pm Phone Banking for Quent 6pm Buncombe Phonebank 6pm Young Dems Meeting	11 10:30am Phone Banking for David 6pm Precinct 36.1 Meeting	12 9am Canvass for Anita Earls 10am N. Buncombe Canvass 10am BCDP Officers' Meeting 12:30pm Poll Greeter Training 4pm East Buncombe Democ	13
14 9am Canvass Buncombe for David 1:30pm Phone Bank for David 1:30pm Black Mountain Canv 4:30pm Homines Cluster Fair	15 4:30pm Precinct 5.1 GOTV K 5pm BCDP Weekly Phone Bank 5:30pm Phone Banking for Phil 6:30pm Poll Greeter Training 7pm Precincts 7.1 & 20.1 IC	16 10:30am Phone Bank for David 5pm N. Buncombe Canvass 6pm Phone Bank for David 6pm Brewery Chat with Nor	17 5pm Phone Banking for Quent 6pm Health Care Town He	18 10:30am Phone Banking for David 10:30am Phone Banking for David	19 8am Democratic Men's Club 2pm N. Buncombe Canvass	20

GOOGLE CALENDAR

Brown entries are campaign events linked directly from candidates' calendars.

## Google Calendar

If your Committee has a web site with an embedded Google Events Calendar, create a separate Candidates Calendar linked to your Events Calendar. Share editing access to it with your local campaign managers. They can cross-post campaign events from their own campaign calendars to yours (so you don't have to). They can use this tool to view other campaigns' events and stagger theirs so as not to step on each other's toes (as much as practicable). [see previous page]

There are detailed instructions in the GOTV Toolbox for setting this up for a NationBuilder website. If these instructions don't work for your web platform, contact a local volunteer with web programming skills to find a solution. You can also use this online tool for managing and recording Early Voting and Election Day Poll Greeter staffing as well. See CH. 8 - WORK THE PLAN.

## Canvasses and Phone Banks

Many of us do things the way we always have because that's the way they've always been done.

Donald Green and Alan Gerber in "Get Out The Vote" (now in its 4th edition) present studies to help direct limited resources to their best use. But diversify. Even less-effective tactics may help engage volunteers and make them more committed to your organization.

### Effectiveness of Campaign Tactics

Tactic	Additional Supporters Generated Per Contact
Door-to-door Canvassing	1 vote per 16 contacts (plus spillover)
Leafleting	1 vote per 189 voters reached
Partisan Direct Mail	No detectable effect
Nonpartisan Direct Mail	1 vote per 282 contacts
Volunteer Phone Bank	1 vote per 36 contacts
Paid Phone Bank	1 vote per 106 contacts
Robo Calls	1 vote per 430 landlines called
E-mail	No detectable effect
Election Day Festivals/Rallies	Raises precinct-wide turnout by 0.1 to 3.8%
Television	Raises turnout by 0.5%
Radio	Raises turnout by 1%
Text messaging (pre-Election Day)	1 vote per 300 targeted. Raises turnout by 0.5%
Facebook ads, "I voted" widgets	No detectable effect
Facebook friend-to-friend effort	Election news added to news feed can boost friends turnout as much as 8% (1 study)

Donald P. Green (Columbia University) and Alan S. Gerber (Yale University), *Get Out the Vote: How to Increase Voter Turnout* - 4th Edition (Washington, D.C: The Brookings Institution, 2019)

Direct voter contact is the best means of affecting turnout and winning elections. If the statistics above seem intimidating, remember: they also apply to your opponents.

As the County Committee, you will support, but not likely direct, most canvasses and phone banks by your local and state candidates. Targeting lists (“universes”) for canvassing and phone banking efforts directed at identifying supporters and persuadable voters and during GOTV will be determined by individual campaign managers and data directors. That is their job. They will “cut turf” for door knocking and pull phone banking lists that target their base voters for GOTV efforts and Persuadable/Swing Voters based on a Targeting Matrix. Encourage your candidates to coordinate where possible on overlapping districts to avoid double-knocking doors (or double-calling) on the same day.

Major campaigns and the state Coordinated Campaign are by no means the only GOTV game in town, even though their operations (if they are on the ground in your county) may take a lead role in voter targeting.

Your County Committee will pull walk lists and call lists of likely voters for individual precinct chairs in general organizing efforts and GOTV during primaries. Larger counties may do this in a coordinated fashion by precinct “clusters” formed to get the most synergy from the talents of several precinct chairs.

*Whether or not other federal, state, and local campaigns are working their own lists in the county, it is your responsibility to help get likely Democratic voters to the polls.*

	Always Vote Democratic	Persuadable /Swing Voters	Always Vote Republican
Always Vote	ID Supporters /Volunteers	Persuasion #1	No Focus
Sometimes Vote	GOTV	Persuasion #2	No Focus
Seldom or Never Vote	Basebuilding #1	Basebuilding #2	No Focus

Targeting Matrix Example

If no campaigns are active in your county, use the VoteBuilder training from your State Party to guide your targeting efforts. Targeting for precincts will be based on voter registration, past voting history, selection of Democratic primary ballots, etc.

In many rural areas, door-to-door canvassing may not be the most effective means of voter contact and app-based digital tools for canvassing may be unusable in rural districts with poor cell coverage.

However, building the infrastructure and skills for mounting an effective phone banking effort is not something only the most well-funded national or state Coordinated Campaigns can manage. You can do it.

*If you are not Goliath, fine. Be David.*

One Buncombe-based field operative carries a regional call center in her trunk. Bridget McCurry assembled it from donated and secondhand laptops, cheap hardware, and raw gumption. Creativity and thrift can make a little bit of money go a long way.

### **A call center in her trunk**

- 30+ laptops (donated, refurbished/Goodwill \$125-\$200)
- Wiped and converted to Chromebooks
- USB headsets (Amazon, \$8-\$12 ea.); wired mice (Amazon, \$7)
- VoteBuilder Virtual Phone Bank: one-click to connect via [Crowdcall](https://crowdcall.us/) interface customized by her high-school intern who later attended Stanford University.<sup>9</sup>
- System quickly learned by seniors with few computer skills
- 3,000-5,000 calls per week
- 3,000 Election Day calls in 2014
- Voter ID screening 2015: 1st, 2nd, 4th, and 5th of 100 NC counties
- 17 percent contact rate overall (2016)
- 20-25 percent contact rate during GOTV



Bridget McCurry

With Covid conditions and the growth of virtual phone banking tools, in-person phone banking in 2022 is likely a fading campaign tactic. We include McCurry's setup here as an example of not letting limited resources limit your imagination of what your committee can accomplish.

Contact your State Party for advice on how to run an effective phone banking program, how to use a Mobilize phone bank, and how to coordinate with local

---

<sup>9</sup> Isaac Pohl-Zaretsky; <https://crowdcall.us/>.



campaigns. Your efforts can integrate information gathered directly into VoteBuilder using the **Virtual Phone Bank** feature. Using a paid predictive dialer service is an option if your budget will support it.<sup>10</sup>



John Ager for NC 115 phone bank (Photo: Bridget McCurry)

Software, online tools, hardware and techniques are, in general, beyond the scope of this GOTV planner. But a few are worth a mention for 2022.

## Texting applications

Text messaging is a popular way to micro-target.<sup>11</sup> Peer-to-peer texting applications are multiplying (and changing brands) like rabbits. Hustle (<https://www.hustle.com/>) is a major market player. For about 5 cents apiece, Hustle enables volunteers to send personalized text messages to contact lists. Volunteers can remind people to register to vote, alert them to events, make sure they know where to vote, etc. Other popular apps are ThruText (<https://www.getthru.io/p2p-texting-politics>), Impactive (formerly OutVote) (<https://www.impactive.io/>), and TextOut (<https://www.textout.io/>).

Note: Changing regulations regarding telemarketing and spam calls are impacting political texting. It is best to read up.<sup>12</sup>

## Unregistered voter tool: MapTheVote

Expanding the voter pool is vital in 2022. Austin-based [MapTheVote](https://mapthe.vote) (a 501c3 non-profit) is a free, web-based voter registration tool that works on smart phones. MapTheVote (<https://mapthe.vote>) uses public data to predict and map where *unregistered* citizens may reside. It is designed so new registrants enter their data online using the canvasser's smartphone.

MapTheVote sends registrants a pre-filled National Voter Registration Application (accepted in every state except N.H., N.D. and Wyo.). The citizen must sign the

<sup>10</sup> A predictive dialer dials a list of telephone numbers and connects answered dials to people making calls, often referred to as agents. Predictive dialers use statistical algorithms to minimize the time that agents spend waiting between conversations, while minimizing the occurrence of someone answering when no agent is available. - Wikipedia

<sup>11</sup> "People who were texted were 1% more likely to turn out to vote" in 2018. "While 1% may not seem like a lot, competitive races, especially state legislative races, are decided by just tens or hundreds of votes." <https://www.techforcampaigns.org/2018-texting-analysis>

<sup>12</sup> <https://theintercept.com/2021/04/20/att-tmobile-texting-10dlc-political-campaigns/>

form and mail it in using the prepaid envelope pre-addressed to their county board of elections. Your canvassers might instead use the tool to find unregistered persons, cut out the middleman, and register them on the spot using state forms.

Volunteers may use MapTheVote to supplement clipboard efforts to register even out-of-state visitors at street festivals and public events. The screening is approximate. Expect false positives.<sup>13</sup> But MapTheVote claims Texas volunteers registered over 150,000 this way in 2018 and over 70 percent of those voted.<sup>14</sup> Careful preselection of neighborhoods where you deploy this tool can maximize chances of registering like-minded voters.

### **Slate Card / Sample Ballot**

Maybe you've heard of the Last Mile problem? The concept originates in the telecommunications industry. After a company invests all the money to install communications hubs and towers and service lines, it doesn't start making "bank" until it hooks up end users and they start paying.

Everyone from the presidential campaign to NAACP, VoteVets, Voto Latino, and hundreds of local groups pour volunteer hours into identifying and persuading voters into going *to the polls*. What are they are less focused on? *What voters do with their ballots once they get there*.

Poll greeters know how many people vote partial ballots. In 2008, many first-time voters showed up to cast a vote for Barack Obama and no one else. Drop-off votes in down-ballot races cost Democrats races every cycle. Getting voters to the polls is important. But Democrats don't start banking votes until voters fill in bubbles next to Democratic candidates. All of them. Your county committee is best positioned to solve the Last Mile problem.

**A complete slate card or sample ballot for handing voters outside the polls (and/or mailing) is one of the best tools a County Committee has in its GOTV toolbox.** North Carolina Democrats' 2014 Blue Ballot was a single-sided sheet with every Democratic candidate on the ballot, by county, in ballot order – from president to dog catcher – and printed on distinctive, light blue paper. With only a couple of hundred dollars and a nearby print shop, the smallest of counties can have its Poll Greeters put a Blue Ballot of Democratic candidates into the hands of every voter that will take one as they arrive for Early Voting and on Election Day.

Getting this information into voters' hands is especially critical for down-ballot and nonpartisan races even many "informed" voters tend to ignore. If your state uses mail-in ballots, getting a slate card or sample ballot into voters' hands may require

---

<sup>13</sup> "In Texas, Techies Are Trying to Turn the Red State Blue"; <https://www.wired.com/story/flipping-texas-elections-voter-registration-tech/>

<sup>14</sup> "After successful Texas debut, tech-based voter registration platform goes national"; <https://thefulcrum.us/voting/voter-registration-2640400105>

## North Carolina 2014 Blue Ballot (Buncombe County)



### Statewide Democratic Candidates

US. Senate: **Kay Hagan**

*And don't forget to find your*

**Statewide Democratic Judges at the Bottom of the Ballot!!!**

NC Supreme Court: **Sam J. Ervin, IV**  
NC Supreme Court: **Robin Hudson**  
NC Supreme Court: **Cheri Beasley**

NC Court of Appeals: **Mark Davis**  
NC Court of Appeals: **Lucy Inman**  
NC Court of Appeals: **John S. Arrowood**

### Your local Blue Ballot Candidates

US HOUSE, DISTRICT 10:

**Tate MacQueen**

US HOUSE, DISTRICT 11:

**Tom Hill**

NC SENATE, DISTRICT 48:

**Rick Wood**

NC SENATE, DISTRICT 49:

**Teresa (Terry) Van Duyn**

NC HOUSE OF REPRESENTATIVES, DISTRICT 114:

**Susan C. Fisher**

NC HOUSE OF REPRESENTATIVES, DISTRICT 115:

**John Ager**

NC HOUSE OF REPRESENTATIVES, DISTRICT 116:

**Brian Turner**

COUNTY BOARD OF COMMISSIONERS:

**Brownie Newman**

COUNTY BOARD OF COMMISSIONERS:

**Ellen Frost**

SHERIFF:

**Van Duncan**

DISTRICT ATTORNEY:

**Todd Williams**

#### Important Dates

10/10 - Last Day to Register

10/23 - One-Stop Voting

BOARD OF EDUCATION:

**Max Queen**

BOARD OF EDUCATION:

**Cindy McMahon**

DISTRICT COURT JUDGE (CLONTZ):

**Ed Clontz**

DISTRICT COURT JUDGE (CLONTZ):

**J. Matthew Martin**

DISTRICT COURT JUDGE (DOTSON-SMITH):

**Susan Dotson-Smith**

DISTRICT COURT JUDGE (KEPPLE):

**Julie M. Kepple**

DISTRICT COURT JUDGE (SCOTT):

**Ward D. Scott**

DISTRICT COURT JUDGE (YOUNG):

**Patricia Kaufman Young**

CLERK OF SUPERIOR COURT:

**Steven Cogburn**

SOIL & WATER DISTRICT SUPERVISOR:

**William Hamilton**

#### Important Dates

10/28 - Last Day to request Absentee Ballot

11/01 - Early Voting Stop

11/04 – ELECTION DAY

**Early Voting Starts Thursday October 23<sup>rd</sup>**


**Election Day is Tuesday November 4<sup>th</sup>**

There is no longer any straight ticket voting. Remember to vote for all your Democratic candidates.

***Paid for by the Buncombe County Democratic Party***



2020 Buncombe County, NC Democrats Sample Ballot (front)



**SAMPLE  
BALLOT**  
Buncombe County,  
North Carolina  
November 3, 2020

## 2020 BUNCOMBE COUNTY DEMOCRATIC SAMPLE BALLOT

This sample ballot includes all Democrats running for office in Buncombe County.  
Races on your ballot will vary depending on voting district lines.


*This ballot was not produced by any Board of Elections and is not an official Sample Ballot*

**BALLOT MARKING INSTRUCTIONS**

A. With the marking device provided or a black ball point pen, completely fill in the oval to the left of each candidate or selection of your choice as shown.

B. Where authorized, you may write in a candidate by filling in the oval and writing the name on the Write-in line.

C. If you tear, deface or wrongly mark this ballot, return it to request a replacement.



S A M P L E  B A L L O T	<b>FEDERAL OFFICES</b>	<b>NC Commissioner of Agriculture</b>	<b>NC Supreme Court Associate Justice Seat 4</b>
	President and Vice President of the United States	<input type="radio"/> Jenna Wadsworth	<input type="radio"/> Mark Davis
	<input type="radio"/> Joseph R. Biden <input type="radio"/> Kamala D. Harris	<b>NC Commissioner of Insurance</b>	<b>NC Court of Appeals Judge Seat 4</b>
	<b>US Senate</b>	<input type="radio"/> Wayne Goodwin	<input type="radio"/> Tricia Shields
	<input type="radio"/> Cal Cunningham	<b>NC Commissioner of Labor</b>	<b>NC Court of Appeals Judge Seat 5</b>
	<b>US House of Representatives District 11</b>	<input type="radio"/> Jessica Holmes	<input type="radio"/> Lora Christine Cabbage
	<input type="radio"/> Moe Davis	<b>NC Secretary of State</b>	<b>NC Court of Appeals Judge Seat 6</b>
	<b>STATE OFFICES</b>	<input type="radio"/> Elaine Marshall	<input type="radio"/> Gray Styers
	<b>NC Governor</b>	<b>NC Superintendent of Public Instruction</b>	<b>NC Court of Appeals Judge Seat 7</b>
	<input type="radio"/> Roy Cooper	<input type="radio"/> Jen Mangrum	<input type="radio"/> Reuben F. Young
<b>NC Lieutenant Governor</b>	<b>NC Treasurer</b>	<b>NC Court of Appeals Judge Seat 13</b>	
<input type="radio"/> Yvonne Lewis Holley	<input type="radio"/> Ronnie Chatterji	<input type="radio"/> Chris Brook	
<b>NC Attorney General</b>	<b>NC Supreme Court Chief Justice Seat 1</b>	<b>NC State Senate District 48</b>	
<input type="radio"/> Josh Stein	<input type="radio"/> Cheri Beasley	<input type="radio"/> Brian Caskey	
<b>NC Auditor</b>	<b>NC Supreme Court Associate Justice Seat 2</b>	<b>CONTINUE ON OTHER SIDE</b>	
<input type="radio"/> Beth A. Wood	<input type="radio"/> Lucy Inman		

door-to-door or street-corner flyering or other creative method for distribution. Targeted social media is another low-cost option. A newspaper insert is another.

If your State Party prepares a pre-formatted ballot for its counties, it should deliver your county's own version of a Blue Ballot in electronic format before Labor Day. Your canvassers will need it before your Poll Greeters will.

Another option is distributing a digital slate card file using smartphone technology. These are available for a nominal fee from [RTBiQ Political](#) and other firms. They display using "wallet" apps on both Apple and Android platforms.

Does your county design and produce its own custom slate cards or sample ballots? Start design in June or July, right after any primary runoff closes, if possible. Find a professional designer.

Your slate card should come in two designs: one for handing out/mailing and one as a door hanger. Trying to make one slate card design serve several needs will simply lead to confused voters, especially if your ballot is complex or if your county spans multiple districts. Many voters are confused enough already by changing district lines and other voting changes.

**Most voters will appreciate a design that resembles an actual ballot if that is feasible.** Slate cards work well as mailers or door hangers, but the more closely your electioneering literature at the polls resembles the actual ballot, the fewer the complaints you will hear. Shop several union-friendly printers for the best price if at all possible. Be sure your documents include the union "bug":



Some volunteers prefer to distribute marked sample ballots specific to their precincts. Sample ballots may be available from the local board of elections. However, advise volunteers, **DO NOT TO MARK UP AND DISTRIBUTE** any state-funded materials! Any precinct-level reproductions should be on a different color stock from the state sample ballots and carry a clear, bold disclaimer such as:

**THIS DOCUMENT WAS NOT PRODUCED BY  
ANY BOARD OF ELECTIONS AND IS NOT AN OFFICIAL BALLOT**

Now that you've got it, don't lose control of your literature. [See Parceling out Literature in the GOTV Toolbox.]

## CHAPTER 8

# WORK THE PLAN

## CH. 8 WORK THE PLAN

### Campaign Coordination

Our goal is to elect Democrats from president to school board. It is IMPERATIVE to negotiate *early agreement* with any statewide or Coordinated Campaign present for their canvassers to carry and drop *local* slate cards, not just their candidate's literature. Start talks in July-August. This takes time and patience.

Keeping those lines of communication open is valuable for campaign coordination. Paid state/national campaign staff that parachute in from out of town will not know the territory as you do. Their grassroots campaign may be high-intensity, high-tech, cutting-edge, data-driven, hyper-focused, better-funded, and feeling pressure from the national headquarters. But your County Committee was here before they arrived and will be here long after they are gone. You know your voters and local customs best. Building a solid, early working relationship with the young state/national staff will pay off in wins for both of you. Sweet-talking them a little won't hurt either.

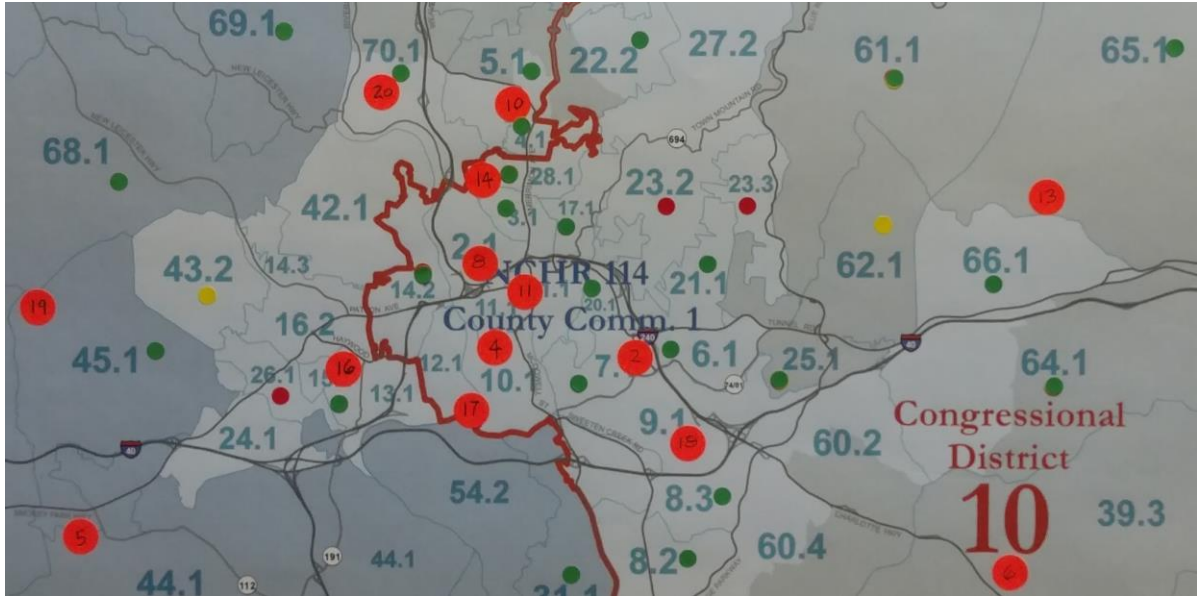
*Beginning in October 2012, Buncombe County Democrats held weekly coordination meetings at our HQ, inviting both local campaign managers and the regional Obama Field Director. Because of everyone's heavy schedules, meetings occurred at 8 p.m. on Friday nights. These were valuable in keeping all campaigns on the same page. Key decisions for County Party campaign spending were made with the advice and consent of all players.*

If yours is a battleground state, periodic meetings can be an especially useful tool for coordinating with national-level campaigns during a presidential election year. Inviting the presidential candidate's lead field organizer builds confidence that we are all working to help the Democratic Party win.

If your precincts are organized in a cooperative "cluster" system, cluster leaders should work with campaign managers in organizing campaign events in their regions of the county to maximize attendance and impact, to minimize work and cost for the campaigns, and to make the most of candidates' precious time.

Volunteers are a limited resource. The more active will tend to gravitate towards one campaign or another. If you live in a battleground state, the marquee races will tend to draw the most volunteers. Even so, encourage volunteers and your campaign managers to pull together and work in common for the success of your entire slate of Democrats. Discourage campaigns from thinking of volunteers as *their* volunteers and fretting about another campaign *poaching* volunteers.

*We are all on the same Democratic team.*



Early Voting location map (2016). Electioneering shift coverage for Election Day marked by precinct.

### **Early Voting Greeter Coverage** (most states have some form of Early Voting)

The Volunteer Coordinator begins right after Labor Day posting Early Voting Poll Greeter shift signup forms online for each location. She/he sends out an email link to past volunteers and invites them to sign up for shifts.

SignUpGenius (<https://www.signupgenius.com/>) is a free, online volunteer shift application that is relatively easy to set up.<sup>15</sup> Volunteers see immediately which shifts are available and sign up for empty slots themselves. They receive an automatic confirmation email and a reminder the day before their shifts.

MobilizeAmerica (<https://www.mobilizeamerica.io/>) is a centralized volunteer recruitment and events platform used by national campaigns that works similarly. If your state party makes it available for free, free is good.<sup>16</sup>

If your committee does this manually, use a Google spreadsheet and post Early Voting Poll Greeter shift signup sheets in the headquarters beginning early in September if there will be a lot of foot traffic. Otherwise, task the Volunteer Coordinator, campaigns, precinct chairs and/or cluster leaders for help with recruiting and reporting volunteer shifts to the GOTV Coordinator.

Get cell phone numbers! Update new information to the Google Drive and reprint fresh signup lists as needed during Early Voting. Send Google Docs private links to volunteer Greeters by email. This allows volunteers to check their schedules

<sup>15</sup> The free version contains ads, but for about \$25/month, your team can purchase a monthly lease without ads and with features you will need for Early Voting and/or Election Day.

<sup>16</sup> Otherwise, the Wall Street Journal reports MobilizeAmerica charges an organization “between \$50 and \$5,000 a month, depending on its size and usage if the platform.”

without calling YOU. Back up list regularly in case a volunteer/editor screws up the file. Keep volunteers' contact information in a document separate from the one volunteers see online via the link. Privacy!

Making sure literature gets from one Poll Greeter shift to the next is the toughest logistical challenge. If possible, assign a nearby precinct chair, cluster leader or volunteer to champion the Early Voting location and ensure supplies are available in a covered, plastic box outside their house (in a covered location) for first-shift volunteers to grab at the beginning of each day. Better yet, your site champion will drop off and pick up the supplies each day.

*It is important to compile all the shift information in a single online document. Some better-organized Early Voting champions may be territorial and find it bothersome having to report their volunteers' information to the GOTV Coordinator. "I've got it covered," they say. And they might. But if a poll greeter finds she/he has not been relieved at the end of their shift and wonders who's coming next, or if a report comes in that there is no one greeting at an Early Voting site, the phone will ring at HQ. The GOTV Coordinator cannot call "I've got it covered" to ask when she/he will arrive. Make contact information as complete as you can.*

If you have willing volunteers, resupply drivers (Runners) might circulate between Early Voting sites morning and afternoon to check on voter traffic and report issues to HQ, to resupply and reassure your stalwart volunteers, and to intimidate the opposition with the awesomeness of your GOTV effort. This task is not for everyone. There is a lot of driving, some gas cost, and the chance of getting lost on poorly marked country roads (even with GPS). Veteran Poll Greeters from well-organized precincts will bring their own snacks and water and may need nothing. This can be frustrating for Runners. Be sure drivers know what they are signing on for.<sup>17</sup>

Your Early Voting champions should report back to your GOTV Coordinator at the end of each day which volunteers, scheduled and unscheduled, showed up for shifts (and which didn't). Record this on the day's spreadsheet archived on the Google Drive for your Committee's records. Next election cycle's GOTV Coordinator will retrieve it and call the heroes first.

In North Carolina (your state may function differently), daily Early Voting voter traffic counts are available online the next morning from the state Board of Elections. (They get updated/overwritten the next morning with new data, so

---

<sup>17</sup> Part of the goal of sending drivers to resupply volunteers in remote areas of the county is to be the party's presence out there, not only for our volunteers but for opponents to see. It is tempting to omit remote Early Voting locations from the circuit. It might seem pointless if once you arrive the volunteers on station don't need anything. But if we do not show up, our volunteers in rural communities will know the city folk have written them off as not worth the effort and that message will circulate. Caring enough to acknowledge their efforts is as important for morale and party-building as the snacks and supplies.

Early voting turnout  
10/19/2020  
Day 5 of voting

## BUNCOMBE COUNTY BOARD OF ELECTIONS

## ABSENTEE VOTER STATISTICS

ELECTION DATE (REC'D) = "11/03/2020"  
ABSENTEE TYPE = "OS"

ABSENTEE TYPE	TOTAL	DEM	REP	UNA	LIB	GRE	CST AMERICAN INDIAN	ASIAN	BLACK	MULTI-RACIAL	OTHER PACIFIC ISL	UND	WHITE	FEMALE	MALE	UND	
Ballots Returned - OK																	
OS-AVWL	701	335	110	253	1	1	1	4	4	47	6	20	0	62	365	284	52
OS-AVOM	644	237	180	224	2	1	0	1	6	15	5	12	0	51	318	281	45
OS-BMBL	606	247	164	195	0	0	0	1	2	21	0	9	0	36	334	238	34
OS-BTFD	517	205	141	170	1	0	0	1	1	7	1	4	0	34	262	226	29
OS-ECBL	629	193	200	234	2	0	0	0	4	9	0	9	0	44	338	252	39
OS-FVCC	704	238	218	245	3	0	0	0	1	7	7	9	0	37	356	318	30
OS-HACC	237	129	8	99	1	0	0	0	0	17	2	5	0	14	108	116	13
OS-LECC	441	98	213	128	1	1	0	0	2	4	0	5	0	29	211	199	31
OS-LSKY	452	179	143	129	1	0	0	1	2	18	0	7	0	44	228	184	40
OS-REYV	625	278	110	234	2	0	1	1	1	6	2	11	0	45	308	280	37
OS-SBBL	667	224	211	229	3	0	0	2	5	44	1	12	0	75	348	255	64
OS-TCRK	565	206	152	205	1	0	1	0	4	27	0	4	1	44	311	206	48
OS-UNCA	429	250	24	152	3	0	0	2	2	15	3	8	0	54	213	171	45
OS-WACC	713	367	77	263	3	2	1	1	5	24	6	15	1	67	344	317	52
OS-WGSC	388	275	13	99	1	0	0	0	3	138	1	6	0	24	214	154	20
OS-WVTH	907	308	311	284	4	0	0	0	5	1	1	7	0	47	468	402	37
Group Totals	9,225	3,769	2,275	3,143	29	5	4	14	47	400	35	143	2	707	4,726	3,883	616
Grand Totals	9,225	3,769	2,275	3,143	29	5	4	14	47	400	35	143	2	707	4,726	3,883	616

Oct 19, 2020 9:04PM

ABS\_statistics.rpt

Page 1 of 1

## SAMPLE DAILY EARLY VOTING VOTER TRAFFIC REPORT

(In NC, Early Voting is called "One-Stop Absentee" Voting)



the file size grows each day.) The GOTV Coordinator should archive them on the Google Drive. They will prove valuable for staffing sites during coming election cycles.

Each morning, VoteBuilder’s database should be updated in the state capitol to include who in your county voted the previous day. Phone Bank captains will pull fresh lists that exclude the names of people who have already voted.

If they don’t know already, an extra incentive voters have for going to the polls during Early Voting is the phone calls and door knocks will quickly stop.

## Poll Greeting

Greeting voters as they arrive at the polls is where we close the deal. It is your last opportunity to influence their choices and how they fill out their ballots.

How many volunteers it takes to best cover a voting location will vary with the layout, the number of entrances, expected voter traffic, the marking of the “No Campaigning Beyond This Point” boundary, etc. State limits range from 25 feet to 300 feet (Oklahoma and Wyoming), with 100 feet being typical. [See NASS state laws for poll watchers in the GOTV Toolbox.]

- Some volunteers prefer to set up tables and chairs under canopies to work from. A static location, however, makes it more difficult to engage voters. They must come to you. In addition, tables tend to collect large assortments of candidate literature that are scattered by rain or a gust of wind. Lots of information is of little use to voters in a hurry.

*Republican Poll Greeters from Tennessee arrived in Asheville, NC during Early Voting in 2008 bearing booklets organized like Consumer Reports and resembling Auto Trader. There were complex tables with bubbles indicating candidates’ stances on an array of specific issues of interest to conservative voters – **totally useless** for people dashing in to vote between work, the grocery store, and home.*

- Make eye contact if you can (no sunglasses) and offer voters Democratic slate cards with information about Democratic candidates. Keep candidate-specific literature/handy nearby, but only retrieve it if specifically asked.
  - If voters wave you away, ask if they need information to help with any nonpartisan judges and school board candidates. This stops many “informed” voters in their tracks – most will not know the candidates in these important nonpartisan races. If asked specifics about Candidate X, offer a personal story if possible. Maybe you met them; they were nice. Familiarize yourself with candidates you don’t know.
- A sample ballot is your most effective tool. Simple and concise, it contains all the candidates you want your voters to vote for. That is all that matters now.



## Poll Greeter Dos and Don'ts

1. First things first: Find the 50-foot line marked “No Campaigning Beyond This Point.” This limit is determined by the election judges and extends a maximum 50 feet radius from the door to the voting place. NEVER cross the 50-foot line with literature or wearing exposed campaign buttons or logos. If you must see the Chief Judge or use the bathroom inside, leave literature outside, and remove or cover up any campaign logos you are wearing.
2. Position yourself just outside the 50-foot line near the voters' path to the entrance. Let the voters come to you; don't rush them as they get out of their cars. Do not block the sidewalk or the voters' path to the voting place.
3. Remember to SMILE. Always be polite.
4. Make eye contact if you can (no sunglasses) and offer voters Democratic slate cards with information about Democratic candidates. Keep candidate-specific literature handy.
5. If voters wave you away – they're sure who they are voting for – ask if they need information to help with any nonpartisan judges and school board candidates. This stops many “informed” voters in their tracks – most will not know the candidates in these important nonpartisan races. If asked specifics about *Candidate X*, offer a personal story if possible. Maybe you met them; they were nice. Familiarize yourself with candidates you don't know. It's too late to talk policy. Uncertain voters are looking for reassurance. If they trust **you**, they will vote **with you**.
6. Straight-ticket voting has been eliminated. Voters **must vote separately** for all races including judges and nonpartisan races (not identified with Ds and Rs). The other team will not leave those races blank.
7. Disengage conversation when voters cross the 50-foot line.
8. Do not park where voters park. Dress in layers. Bring sunscreen, water, snacks. An umbrella.
9. Remain standing if physically able. Rising to your feet as voters approach can look mildly threatening. (How do you react when a large dog stands up as you walk by its yard?) Standing also puts you at voters' eye level. Sit only if you need to or if there is no voter traffic.
10. Curbside Voting: No matter where the “No Campaigning” sign is, once a poll worker engages a voter parked in the curbside voting location, back off to 50 feet away. Technically, the car is now the “voting enclosure.”
11. Treat Republican Greeters like opposing team members. Be cordial and polite. Be good sportsmen. You are both out on the same playing field, playing the same game in the same weather because – believe it or not – you share the same hobby. Your shifts will go better.
12. Avoid striking up political conversations with the opposing team. You are not there to engage the Republicans, to challenge them, or to debate policy. You are there to engage the voters.
13. If you meet open hostility – it can happen – remember to keep your cool. Stand your ground if you feel up to it. So long as you are outside the 50-foot line, you are within your rights.
14. Remember the hidden-camera stings by Project Veritas in North Carolina in 2014? Be cautious about giving voter registration advice if you are uncertain of voting law. If voters are unsure of their registration status or eligibility, advise them to check inside with the Chief Judge.
15. Running low of supplies? Visit HQ for supplies before your shift or contact the precinct chair championing your location, or call Tom (XXX-XXXX) or Pete (XXX-XXXX). We'll rush more.
16. See the Chief Judge inside first for rulings on specific questions (always remember Rule 1). If challenged about your presence or if either side starts an argument, call HQ XXX-XXX-XXXX. For reporting voter harassment or other campaigning irregularities, call **1-XXX-VOTE-XXX** (Election Protection Hotline).

**THANK YOU!**

- It's too late to talk policy. Uncertain voters are looking for reassurance. If they trust you, they will vote *with you*.
- Make sure voters know to vote all the way down the ballot.

On the previous page is an NC training tool with tips to adapt and reproduce for your Poll Greeter volunteers. [See Poll Greeter Dos and Don'ts in the GOTV Toolbox; specifics in your state will vary.]

## Rides To Polls Program

*Every election cycle is different!*

With most states offering some form of in-person early voting, demand for rides to the polls has decreased. Still, you will receive a nontrivial number of requests.

Compile a spreadsheet of Rides to the Polls (RTP) driver-volunteers and where in the county they live.

There are ride-hailing applications now for more connected areas, and allied groups may reserve vans, but in smaller counties, you will likely coordinate this yourselves.<sup>18, 19</sup>

Decide by the end of August who is coordinating the RTP program in your county this cycle: the Coordinated Campaign (if present), the County Committee, or a key local campaign. Designate a dedicated RTP phone line (w/answering machine or voicemail if no one can answer). If a local campaign takes the lead, forward names of new riders and drivers regularly before Early Voting, daily during Early Voting, and immediately on Election Day.

If the County Committee leads the RTP effort, recruit a volunteer to act as Dispatcher. Be sure to distribute the **RTP Hotline** number to precinct chairs and to other county campaigns (including to statewide and national local campaign offices); include it in internal and external county communications and in communications with campaigns. Post it to your county's web site and Facebook page. Include it in all your phone and canvass scripts. Include it on slate cards and sample ballots.

---

<sup>18</sup> Elinor Earle raised [\\$2000 in days](#) for her 2016 Rides To Polls effort with a GoFundMe site. She rents vans to get out the vote in African-American neighborhoods in Asheville, NC.

<sup>19</sup> In states requiring photo IDs for voting, IDs may be free at the DMV or local board of elections, but getting there during business hours may be an impediment for some voters. Consider mounting a rides effort in the summer to help voters get IDs. Ensure riders bring documents they'll need. See U.S. Vote Foundation for requirements specific to your area: <https://www.usvotefoundation.org/vote/eoddomestic.htm>. NCSL provides background details of each state's voter ID requirements: <http://www.ncsl.org/research/elections-and-campaigns/voter-id.aspx#Laws%20in%20Effect>

During Early Voting, combine rider information from live calls and voicemail messages into a spreadsheet and forward names/addresses/phones/notes to the Dispatcher daily if not located in your HQ. (Dispatch can be done from home.) The Dispatcher will call back riders, schedule drivers, and track who went to the polls when. Spreadsheets provide a digital record, but pencil and paper will work. There may be other ways to do this, but low-tech works just fine.

On Election Day, Dispatch will receive calls and schedule drivers immediately.

Many volunteers drive one or two voters each election purely to contribute to the team's effort. Other volunteers who make more deliberate and concerted efforts (or who have large, multi-passenger vans) may appreciate help with gas money if many trips are involved. Or your County Committee or an auxiliary organization may want to rent vans to provide rides to neighborhoods or area colleges where there are concentrations of Democratic voters. Consider budgeting for gas cards for drivers or for van rental as part of your GOTV planning. Remember to invite drivers to the Election Night Watch Party.

Do not be surprised to have someone call on Election Day when it is already too late to dispatch a driver to get them to the polls before closing. It happens.

### **Election Day Precinct Coverage**

In parallel with the Early Voting Poll Greeter recruiting, your GOTV Coordinator will begin checking in with precinct chairs to be sure they have recruited Poll Greeters for their own precincts' Election Day shifts. These names and shifts will go on a separate Election Day coverage spreadsheet stored in a Google Doc.

Since individual local candidates may be placing their own volunteers at targeted precincts, sharing this spreadsheet and updating in cooperation with these campaigns will help your GOTV Coordinator see in a moment where the gaps are and be able to reassign surplus personnel in one precinct to fill holes at another.

Once Early Voting begins, friendly advocacy groups may be distributing lists of their preferred candidates at some Early Voting polling locations. There may in fact be significant overlap between your Committee list and theirs. You will not coordinate with them, but if you cannot staff every shift at that location (or on Election Day), knowing they are there advocating for a portion of your slate during otherwise empty shifts may allow you to prioritize your available volunteers elsewhere.

### **Campaign Signs**

We all hate campaign signs. Signs don't vote, professionals say, and they are a costly bother. But campaign signs can create buzz among volunteers, give neighbors permission to vote with neighbors, and for down-ticket races signs may

DELETE THESE FIELDS FROM DOCS  
SHARED ONLINE

# Weaverville Town Hall

**Poll Greeters** 30 S. Main St,  
Weaverville

Dates	Name	Email	Home Phone	Cell Phone	Campaign?	Notes
<b>Thurs. 10/23</b>	To be covered by Pcts. 41,50,58,59,67,71					
8AM-10AM	Larry Dodson & Pam Stein					
10AM-12PM	Pam Stein & LD					
12PM-2PM	Carol & Bob Cumbie					
2PM-4PM	Betty Dickson					
4PM-6PM	Joel Mazelis & LD					
<b>Fri. 10/24</b>	To be covered by Pcts. 41,50,58,59,67,71					
8AM-10AM	Pat Grimm					
10AM-12PM	Betty Dickson					
12PM-2PM	Joel Mazelis					
2PM-4PM	Tere Wood & John Moriarty					
4PM-6PM	Andy & Andy (Jr) Cerillo					
<b>Sat. 10/25</b>	To be covered by Pcts. 41,50,58,59,67,71					
8AM-10AM	Irene Rossell & LD					
10AM-12PM	Larry Dodson					
12PM-2PM	Anne Stokely & LD					
2PM-4PM	Genie Hardee					
4PM-6PM	Kathy & Dick Sinclair					

be the only name recognition/marketing local candidates can afford.<sup>20</sup>

Your team will hear about it if local candidates' signs are not visible at Early Voting locations and precincts they visit on Election Day. Volunteers don't always understand that campaigns buy them, not local parties. If you don't receive them in a timely fashion, campaign managers are falling down on the job.

Local candidates/campaigns may want to put out their own campaign signs at polling places. But having multiple teams of volunteers covering the same ground the night before Election Day is a waste of effort. Your county team adds value by having your precinct committees to do that for them.

Plus, if you have a campaign storefront, many signs will arrive from statewide candidates who just dump them on your committee's doorstep. So, it will likely fall to you and your county team to organize and distribute them. In a heavily districted county, distributing appropriate sign sets to the right precincts is a logistical nightmare. Here is one way to organize which precincts need whose signs. [Sample spreadsheet next page; find a template, packing list and bundling instructions in the GOTV Toolbox.]

You will come up short of signs for all precincts. This requires triage. Your GOTV Coordinator will use experience and judgement to decide the most effective distribution when supplies run low.

For sign placement along roadsides, see NC state statute in Appendix for one example (your state's may vary). Local rules may apply inside municipalities. Check with your board of elections.

Volunteers will begin assembling sign packages for precincts on Wednesday or Thursday before Election Day based on the tabulation on the next page. [See Sign Bundling document in GOTV Toolbox for guidance.]

## **Election Protection**

By early October, recruit an appropriate number of local attorneys to be on standby to address any Election Day legal problems. The State Party may have a list of past Election Protection attorneys for you. Searching online donor lists for local attorneys may also turn up attorneys who are Democrats and might volunteer if asked. Assemble their contact information and transmit to the statewide Coordinated Campaign's Election Protection team.

---

<sup>20</sup> How yard signs helped beat Roy Moore, and could elect red-state Dems;  
<http://www.mcclatchydc.com/news/politics-government/election/article199865299.html>  
Can the New Activist Passion of Suburban White Women Change American Politics?  
<https://www.thecut.com/2017/06/jon-ossoff-karen-handel-georgia-race-white-suburban-women-activists.html>

[illegible]

The state's Coordinated Campaign (or presidential campaign) usually provides Election Protection training the Sunday afternoon before Election Day during general elections. Be aware: the nearest Election Protection briefing may not occur in your county, or it may be online.

For targeted federal races, the Democratic Congressional Campaign Committee (DCCC) or Democratic Senatorial Campaign Committee DSCC may provide an Election Protection team from Washington for you. (They will need housing.)

While most voter calls will go directly to the statewide **Election Protection Hotline**, your county attorneys will be their eyes and ears in the event some legal action needs to be taken locally.

Be sure the **Election Protection Hotline** number appears on your slate cards and sample ballots.

### **Poll Observers**

County Committee Chairs will need to recruit inside poll observers (as required) for your county in advance of Early Voting and Election Day and submit names to the county board of elections several days in advance of the beginning of Early Voting and Election Day. Check well in advance with your local board for your state's Requirements.

### **GOTV Weekend**

Well in advance, arrange extra cell phones / laptops / extension cords for phone chargers, etc. for GOTV Weekend/Election Day phone banking.

Consider having the local newspaper include an Election Day (or Sunday) ballot insert if your budget allows.

Use Early Voting location sites and any campaign events or Democrat-friendly public events to recruit GOTV volunteers. Volunteers should arrive with clipboards and signup sheets at your Early Voting locations and invite voters to come volunteer at your local headquarters. You will need them from GOTV Weekend through Election Day.

Even having someone clean up your HQ and take out trash regularly will make the other volunteers' experience more enjoyable. Check with Party auxiliary groups about providing water, snacks and hot meals over the weekend and on Election Day. Grassroots campaigns call these Comfort Captains. They will all feel they have earned being a part of the excitement on Election Night.

Some people will want to help yet refuse to do phone banking or canvassing. Recruit them instead to spend an hour or so doing Visibility on Election Day: waving campaign signs at drivers at select high-traffic intersections during





Sign packages (packing lists attached) bundled for distribution to precincts on GOTV weekend.

morning and evening drive time to remind commuters what day it is. This is low-priority, but it is something anyone can do. The GOTV Coordinator will determine the best, high-traffic local locations and sign up volunteers for morning and evening Visibility on Election Day. Dispatch them in pairs for safety, dressed for the weather conditions and for visibility to drivers. Ask the morning Visibility crew to return to HQ by 9 a.m. for assignment to Election Day phone banks or canvassing.

Or ask them to deliver finger food to the HQ during active hours for other volunteers. Show them around. Some will feel the excitement and want to stay and do more. We are recruiting volunteers both for now and for the future.

Do not wait for end of Early Voting to prepare for GOTV Weekend / Election Day.

*Every election cycle is different.*

If the County Committee will be directing canvassing and phone banking efforts, begin on Thursday to pull call and walk lists for your target universe as directed by GOTV Coordinator in cooperation with local campaign managers. Begin preparing GOTV Weekend/Election Day walking maps, door hanger/literature packages for canvassers. (Large effort requiring many volunteers.) If the top-of-

the-ticket campaign is directing those efforts from a separate local location, direct volunteers to that location during GOTV Weekend or shift them into another support role.

## GOTV Weekend / Election Day Phone Banking

Friday - Tuesday

Phone Bank Shifts – Democratic HQ or other venue

Friday	5:30 – 8:00
Saturday	10 – 1, 1:30 – 4, 4:30 – 7:30
Sunday	12 – 2, 2:30 – 4:30, 5 – 7
Monday	3 – 5:30, 6 – 8:30
Tuesday	10 – 1, 1:30 – 4, 4:30 – 7:30

## GOTV Weekend/ Election Day Canvassing

Friday - Tuesday

Canvass Shifts – Democratic HQ or other venue

Friday	3:30 – dark
Saturday	9 – 12, 12:30 – 3:00, 3:30 – dark
Sunday	12 – 3, 3:30 – dark
Monday	3:30 – dark
Tuesday	9 – 12, 12:30 – 3, 3:30 – dark

If your state has an Early Voting period and the data is available from the State Board, prioritize Election Day precinct coverage based on how many potential Democratic votes are left unvoted for key races in each precinct. This data can also determine quantities of Election Day sample ballots or slate cards to send out with each precinct's sign packages. We want to focus our energies (as candidates do) on the precincts where we can get the most votes on Election Day. We won't turn down volunteers anywhere, to be sure, but we will prioritize staffing volunteers where they can do the most good. The GOTV Coordinator will work with the cluster leaders to reshuffle volunteers as necessary.

## Election Night Information

Your county may sponsor an Election Night Watch Party. But various local campaigns may have arranged separate events. Be sure the front desk reference book is updated with the times and locations of the various watch parties as plans get settled. Volunteers and reporters will call to ask.

Share Election Night Watch Party information with volunteers working for local candidates and national campaigns headquartered elsewhere in the county. They should be made to feel welcome at your Committee's event. After state/national campaigns pack up and leave, you want their volunteers to be your volunteers.

### Sunday afternoon

Sunday afternoon meeting for Precinct Chairs, Poll Observers/Runners, Election Day volunteers to review the Election Day game plan. Election Day sign and literature packages must be ready by Sunday meeting. Precinct sign packages must go out the door with precinct chairs. Remind precinct chairs that Greeters on station at poll closing should break down and store the campaign signs in their cars before heading to the Election Night Watch Party.

Final Early Voting numbers should be available from the State Board of Elections by Sunday afternoon.

Election Protection team training probably occurs off site. Your local Election Protection attorneys should receive direct phone numbers for reaching the statewide Election Protection team.

Finalize **Campaign Contact List** and include phone for campaigns' Election Day "boiler rooms," if they have them, plus numbers for the local Election Protection team. This list goes ONLY to your County Chair (or designee) and GOTV Coordinator. If your GOTV Coordinator and county officers plan to set up a boiler room (command post) for fielding precinct turnout numbers and directing your county's Election Day activities in a separate room away from the distractions of Election Day phone banks and canvass teams, begin doing so today.

### Monday

Finalize preparation of your Committee's Boiler Room space, plus a quiet space for your Election Protection team to work from away from what will be hectic Election Day office traffic.

Contact your Precinct Chairs to verify that are prepared to put out signage and check for any last-minute gaps in Poll Greeter coverage. Volunteer Coordinator to assign backup coverage. Contact your Poll Observers and verify they will be available and on station on Tuesday morning.

Prepare Election Day call lists for the next day's phone banks (based on final Early Voting results from VoteBuilder if your state has Early Voting).

Any remaining sign packages that have not been picked up (or for unorganized precincts) should be assigned to trustworthy volunteers to put out at those precincts after dark on Monday night. Confirm with your Visibility teams they are set to go at first light and are equipped with whatever signage they will need.

## CHAPTER 9

# ELECTION DAY

## CH. 9 ELECTION DAY

*Ladies and gentlemen, boys and girls, voting time's here!  
Welcome to Thunderdome!*

### **It's show time...**

Your state's polling hours may differ.

<b>5 am</b>	<b>Field Team Conference call, Check-in</b>
6:30 am	Morning Visibility dispatch Polls open
7 am	Morning Visibility on station
8:30 am	Brief 1st Shift Canvassers Morning Visibility ends
9 am	Begin 1st Shift Canvass
10 am	Begin 1st Shift Phone Bank Report 10 am turnout numbers
<b>11 am</b>	<b>Field Team Conference call, Check-in</b>
12 am	1st Canvass ends
12:30 pm	Begin 2nd Shift Canvass
1 pm	1st Phone Bank ends
1:30 pm	Begin 2nd Shift Phone Bank
2 pm	Report 2 pm turnout numbers
3 pm	2nd Canvass ends
<b>3:30 pm</b>	<b>Field Team Conference call, Check-in</b>
	Begin 3rd Shift Canvass
4 pm	2nd Phone Bank ends Report 4 pm turnout numbers
4:30 pm	Evening Visibility dispatch
Dark	3rd Shift Canvass ends with Visibility End Evening Visibility
7:30 pm	Polls close Election Night Watch Party begins

Remember your exhausted GOTV Coordinator, Volunteer Coordinator, and the scores of dedicated Democratic volunteers who made the day's successes possible. Thank them LOUDLY and PUBLICLY. Individually by name, too.

CHAPTER 10

THE  
MORNING  
AFTER

## **CH. 10 THE MORNING AFTER**

It's the morning after. Your candidates will be breaking down their campaign offices. National campaign field staff who parachuted in are preparing to parachute out. You are exhausted – maybe hung over – from celebrating your GOTV team's sweeping victories. Your palms are sore from all those high-fives. You are teetering on the edge of getting sick. But you are not quite done.

Sorry.

There will be lots of campaign signs littering the roadside across your county. Cleaning up your headquarters might wait for the weekend but cleaning up the public rights-of-way cannot. Savvy campaigns will have photographed and geotagged signs they placed along roadways to make theft easier to monitor and cleanup after Election Night more complete. If they don't know to do this in advance, recommend they do.

Contact your volunteer list by email and request that they retrieve any Democratic campaign signs they see along the roadside in the next few days and return them to an accessible central (preferably sheltered) location for retrieval/reuse by the candidates or for appropriate disposal later.

You are the leaders. You set the example.

All those lists of volunteers? All those records of your efforts, spreadsheets, etc.? Your GOTV Coordinator should sift through which are keepers and which can be discarded. Store the keepers on the Google Drive. The next Get Out The Vote team will thank you for it.



# APPENDIX

## **APPENDIX**

Your state will have versions of these NC statutes governing election observers, etc.

From NC statutes

### **ELECTION OBSERVERS**

#### **§ 163-45. Observers; appointment.**

(a) The chair of each political party in the county shall have the right to designate two observers to attend each voting place at each primary and election and such observers may, at the option of the designating party chair, be relieved during the day of the primary or election after serving no less than four hours and provided the list required by this section to be filed by each chair contains the names of all persons authorized to represent such chair's political party. The chair of each political party in the county shall have the right to designate 10 additional at-large observers who are residents of that county who may attend any voting place in that county. The chair of each political party in the State shall have the right to designate up to 100 additional at-large observers who are residents of the State who may attend any voting place in the State. The list submitted by the chair of the political party may be amended between the one-stop period under G.S. 163-227.2, 163-227.5, and 163-227.6 and general election day to substitute one or all at-large observers for election day. Not more than two observers from the same political party shall be permitted in the voting enclosure at any time, except that in addition one of the at-large observers from each party may also be in the voting enclosure. This right shall not extend to the chair of a political party during a primary unless that party is participating in the primary. In any election in which an unaffiliated candidate is named on the ballot, the candidate or the candidate's campaign manager shall have the right to appoint two observers for each voting place consistent with the provisions specified herein. Persons appointed as observers by the chair of a county political party must be registered voters of the county for which appointed and must have good moral character. Persons appointed as observers by the chair of a State political party must be registered voters of the State and must have good moral character. No person who is a candidate on the ballot in a primary or election may serve as an observer or runner in that primary or election. Observers shall take no oath of office.

(b) Individuals authorized to appoint observers must submit in writing to the chief judge of each precinct a signed list of the observers appointed for that precinct, except that the list of at-large observers authorized in subsection (a) of this section shall be submitted to the county director of elections. Individuals authorized to appoint observers must, prior to 10:00 A.M. on the fifth day prior to any primary or general election, submit in writing to the chair of the county board of elections two signed copies of a list of observers appointed by them, designating the precinct or at-large status for which each observer is appointed. Before the opening of the voting place on the day of a primary or general election, the chair shall deliver one copy of the list to the chief judge for each affected precinct, except that the list of at-large observers shall be provided by the county director of elections to the chief judge. The chair shall retain the other copy. The chair, or the chief judge and judges for each affected precinct, may for good cause reject any appointee and require that another be appointed. The names of any persons appointed in place of those persons rejected shall be furnished in

writing to the chief judge of each affected precinct no later than the time for opening the voting place on the day of any primary or general election, either by the chair of the county board of elections or the person making the substitute appointment.

If party chairs appoint observers at one-stop sites under G.S. 163-227.2, 163-227.5, and 163-227.6, those party chairs shall provide a list of the observers appointed before 10:00 A.M. on the fifth day before the observer is to observe. At-large observers may serve at any one-stop site.

(c) An observer shall do no electioneering at the voting place, and shall in no manner impede the voting process or interfere or communicate with or observe any voter in casting a ballot, but, subject to these restrictions, the chief judge and judges of elections shall permit the observer to make such observation and take such notes as the observer may desire.

(d) Whether or not the observer attends to the polls for the requisite time provided by this section, each observer shall be entitled to obtain at times specified by the State Board of Elections, but not less than three times during election day with the spacing not less than one hour apart, a list of the persons who have voted in the precinct so far in that election day.

Counties that use an "authorization to vote document" instead of poll books may comply with the requirement in the previous sentence by permitting each observer to inspect election records so that the observer may create a list of persons who have voted in the precinct so far that election day; each observer shall be entitled to make the inspection at times specified by the State Board of Elections, but not less than three times during election day with the spacing not less than one hour apart.

Instead of having an observer receive the voting list, the county party chair may send a runner to do so, even if an observer has not been appointed for that precinct. The runner may be the precinct party chair or any person named by the county party chair. Each county party chair using runners in an election shall provide to the county board of elections before 10:00 A.M. on the fifth day before election day a list of the runners to be used. That party chair must notify the chair of the county board of elections or the board chair's designee of the names of all runners to be used in each precinct before the runner goes to the precinct. The runner may receive a voter list from the precinct on the same schedule as an observer.

Whether obtained by observer or runner, each party is entitled to only one voter list at each of the scheduled times. No runner may enter the voting enclosure except when necessary to announce that runner's presence and to receive the list. The runner must leave immediately after being provided with the list. (1929, c. 164, s. 36; 1953, c. 843; 1955, c. 800; c. 871, s. 7; 1959, c. 616, s. 2; 1963, c. 303, s. 1; 1967, c. 775, s. 1; 1973, c. 793, ss. 14, 94; 1977, c. 453; 1991, c. 727, s. 3; 1993 (Reg. Sess., 1994), c. 762, s. 19; 1995 (Reg. Sess., 1996), c. 688, s. 1; c. 734, s. 4.1; 2005-428, s. 1(a); 2007-391, s. 22; 2008-187, s. 33(a); 2013-381, s. 11.1; 2017-6, s. 3; 2018-144, s. 3.3; 2018-146, s. 3.1(a), (b).)

## **CAMPAIGN SIGNS** (except as regulated by municipalities)

### **§ 136-32. Regulation of signs.**

(a) **Commercial Signs.** - No unauthorized person shall erect or maintain upon any highway any warning or direction sign, marker, signal or light or imitation of any official sign, marker, signal or light erected under the provisions of G.S. 136-30, except in cases of emergency. No person shall erect or maintain upon any highway any traffic or highway sign or signal bearing thereon any commercial or political advertising, except as provided in subsections (b) through (e) of this section: Provided, nothing in this section shall be construed to prohibit the erection or maintenance of signs, markers, or signals bearing thereon the name of an organization authorized to erect the same by the Department of Transportation or by any local authority referred to in G.S. 136-31. Any person who shall violate any of the provisions of this section shall be guilty of a Class 1 misdemeanor. The Department of Transportation may remove any signs erected without authority or allowed to remain beyond the deadline established in subsection (b) of this section.

(b) **Compliant Political Signs Permitted.** - During the period beginning on the 30<sup>th</sup> day before the beginning date of "one-stop" early voting under G.S. 163-227.2 and ending on the 10<sup>th</sup> day after the primary or election day, persons may place political signs in the right-of-way of the State highway system as provided in this section. Signs must be placed in compliance with subsection (d) of this section and must be removed by the end of the period prescribed in this subsection. Any political sign remaining in the right-of-way of the State highway system more than 30 days after the end of the period prescribed in this subsection shall be deemed unlawfully placed and abandoned property, and a person may remove and dispose of such political sign without penalty.

(c) **Definition.** - For purposes of this section, "political sign" means any sign that advocates for political action. The term does not include a commercial sign.

(d) **Sign Placement.** - The permittee must obtain the permission of any property owner of a residence, business, or religious institution fronting the right-of-way where a sign would be erected. Signs must be placed in accordance with the following:

- (1) No sign shall be permitted in the right-of-way of a fully controlled access highway.
- (2) No sign shall be closer than three feet from the edge of the pavement of the road.
- (3) No sign shall obscure motorist visibility at an intersection.
- (4) No sign shall be higher than 42 inches above the edge of the pavement of the road.
- (5) No sign shall be larger than 864 square inches.
- (6) No sign shall obscure or replace another sign.

(e) **Penalties for Unlawful Removal of Signs.** - It is a Class 3 misdemeanor for a person to steal, deface, vandalize, or unlawfully remove a political sign that is lawfully placed under this section.

(f) **Application Within Municipalities.** - Pursuant to Article 8 of Chapter 160A of the General Statutes, a city may by ordinance prohibit or regulate the placement of political signs on rights-of-way of streets located within the corporate limits of a municipality and maintained by the municipality. Any such ordinance shall provide that any political sign that remains in a right-of-way of streets located within the corporate limits of a municipality and maintained by

the municipality. Any such ordinance shall provide that any political sign that remains in a right-of-way of streets located within the corporate limits of a municipality and maintained by the municipality more than 30 days after the end of the period prescribed in the ordinance is to be deemed unlawfully placed and abandoned property, and a person may remove and dispose of such political sign without penalty. In the absence of an ordinance prohibiting or regulating the placement of political signs on the rights-of-way of streets located within a municipality and maintained by the municipality, the provisions of subsections (b) through (e) of this section shall apply. (1921, c. 2, s. 9(b); C.S., s. 3846(r); 1927, c. 148, ss. 56, 58; 1933, c. 172, s. 17; 1957, c. 65, s. 11; 1973, c. 507, s. 5; 1977, c. 464, s. 7.1; 1991 (Reg. Sess., 1992), c. 1030, s. 39; 1993, c. 539, s. 981; 1994, Ex. Sess., c. 24, s. 14(c); 2011-408, s. 1; 2017-6, s. 3; 2018-146, ss. 3.1(a), (b), 6.1; 2019-119, s. 1.)

# AN ELECTION GUIDE FOR EVERY COUNTY IN AMERICA

## FOR THE WIN

TOM SULLIVAN

Until now, Democratic activists learned Get Out The Vote (GOTV) tactics the hard way — through seat-of-the-pants experience over multiple election cycles.

Campaign schools teach candidates to run effective campaigns. State parties train volunteers to organize precincts and generate phone and canvass lists. But no one taught local committees to craft countywide GOTV programs that engage volunteers, educate voters, and maximize candidates' chances for celebrating Election Night victories.

*For the Win* presents field-tested methods for creating a GOTV timeline, training electioneers, organizing Rides-to-the-Polls, preparing for GOTV Weekend, and more.

"We think that voting actually is not just a private vote for the person who gets the vote, but a public good, and that the more people who vote, the more legitimate the elected officials are, and that they represent the actual values of the electorate."

— Former Colorado Senate Majority Leader  
Ken Gordon (D-Denver)