

GET OUT THE VOTE (GOTV)

Get-out-the-vote is a crucial part of your voter contact program. When planning your GOTV effort, use the technology available to you to create a list of names to be contacted and reminded/urged to vote.

DECIDING YOUR GOTV TARGETS & PHONE

Naturally, your voter canvass (by phone or foot) is the best place for these names. If your campaign/RTC is using Advantage and Red Dialer, the responses will sync directly with GOP Data Center and easily find-able for your election and future elections. Other GOTV targets may be registered Republicans who vote in all four general elections in a four-year time frame or Republican primary voters. If you're lacking a voter ID program, you can still bet these voters will favor our Republican candidates more often than not.

For GOTV calls, your volunteers can make 30-35 completed calls per hour and with the Red Dialer program you can make up to 10 calls at the same time (with the live caller speaking to the first person who answers the phone and the rest receiving the pre-recorded message). Depending on how many voters you identified and moved to your GOTV list, you will need to start prior to election day with your GOTV calls.

RIDES TO THE POLLS

A traditional activity for many local parties is providing transportation to the polls. This can be very effective and linked with your GOTV phone bank operations.

GOTV MAIL

GOTV mail should be brief and planned well in advance of election day. You should communicate with your mail vendor and clarify what they need and when they need it by in order to ensure your mail is not delivered after the election. Your mail piece should be simple and direct. It should include candidate names, election day, and their polling location & hours.