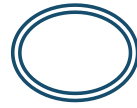


Get Out the Vote (GOTV)

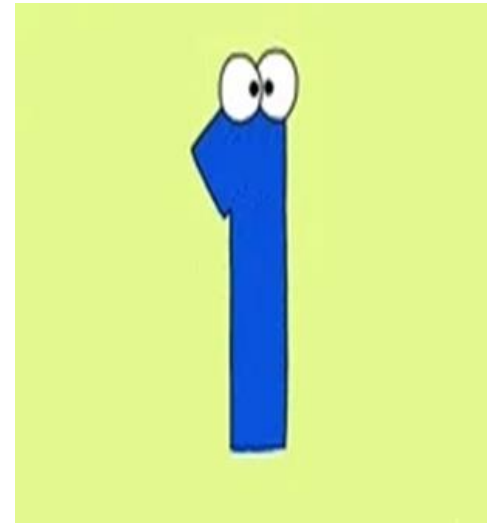


Goal of GOTV



50%

+

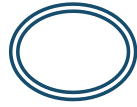


Engagement vs GOTV



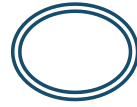
- **ENGAGEMENT** is what you do 50 weeks out of the year.
- **GOTV** is what you do the last two weeks.

Turnout is Everything



Politics 101 – Get your vote
out, you win!

When



- The final weeks the campaign activities focus on turning out all identified supporters
- Early Voting – 2 weeks
- Final 72 hours
 - Many voters are still ‘undecided’
 - ✦ 2-3 Contacts
 - Phone, mail, face-to-face
 - Don’t take any vote for granted
 - ✦ Someone will say “I’ll vote” but double check and keep bugging them until they cast their ballot

Who



- Every voter who voted in the Republican Primary needs to be activated to turnout and vote in the General Election
 - Texas does not require voters to register with a political party
 - Party affiliation is determined based on Primary Vote History
- Methods to Contact Republican Voters
 - Your County List
 - GOP Data Center
 - County Elections Administrator
 - ✦ Registered Voters in County
 - ✦ Daily lists of Voters who have voted
 - Republican Party of Texas
 - ✦ Mover Voter List



GOP Data Center



- GOP Data Center – database of Registered Voters and voting history in Texas
 - Purpose
 - ✦ Create walk or call lists
 - ✦ Look up someone's voting history
 - ✦ Some fields are editable so you can update the system with information you gather
 - ✦ Update contact information
- Smart phone & tablet applications - CRM
 - Purpose
 - ✦ Collect info & upload it to GOP Data Center

GOP Data Center



- Access resets after the General Election every two years
 - ✦ Contact RPT to regain access
- GOPDC Training
 - ✦ Recorded Webinar Training
 - ✦ Exclusive Content on RPT Website
- Other Data Options
 - ✦ Commercial Data Brokers
 - ✦ Your own data!

Block Walking



- **Most time honored and most effective method**
Nothing can replace face – to – face interaction
- **Walk List**
 - GOP Data Center
 - Your data or
 - Individual Campaigns
- **Best Time to Walk**
 - Saturday
 - Sunday afternoon during the last two weeks and 72 hours prior to the end of the campaign
 - Weeknights 5:00 pm – 7:00 pm (depending on your area)

Block Walking



- Flyer/Candidate Literature
 - DO NOT put literature in mailboxes!!!!
 - ✦ Gate and Door Hangers
 - If several Republican candidates do have literature
 - ✦ Group info in packets
 - No candidate literature? – Create your own flyer!
 - ✦ Voter Guide
 - ✦ Polling information and times
 - ✦ Contact information for County Party
 - ✦ Offer a ride to the polls if needed
 - Voter Registration Cards

Block Walking - what do I do?



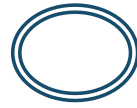
- Walk up and ring the door bell
 - Take a step back to be out of the way of the door for it to open
 - If someone comes to the door introduce yourself and then tell them what campaign/party you are volunteering with
 - Explain your reasons the candidate/party needs their vote
 - Ask for their vote
 - Drop information/literature

“Acre Driving” -Rural Texas Tidbits



- **Block walking among cactus & rattlesnakes**
 - ✦ Emergency Kit – bug spray, hairspray, water gun, walking sticks & shotguns
 - ✦ COMFORTABLE shoes
 - ✦ It is against the law to climb gates - Gate Hangers
 - ✦ Be prepared to leave LOTS of door hangers
 - Don't forget rubber bands and zip ties
 - ✦ Block Walking may not actually be an option
 - Have an alternative plan to make personal contact

Remember



- **Wear a Republican/Candidate Shirt**
 - Don't have one? Stick a bumper sticker on your shirt!
- **Heat Protection**
 - Hat, sunscreen, sunglasses, water
- **Make an event out of it!**
 - Pizza with bottled water and sodas - Food never forget the food!
 - ✦ Ask a candidate, group or business to sponsor
- **Manage volunteer expectations**
 - Don't let new volunteers get frustrated as they may only speak to 10% of the voters
 - ✦ If you walk 50 houses, you are lucky if you speak to 20

Mailers



- Well constructed mailers can be an excellent way to help GOTV
- Usually, large cards and are mailed with bulk rate postage
- Best to let Consultants help with these – but not necessary.
- Consultants can use proprietary data to target your voters
- Multiple mailers? If only one, make it a Voter Guide for all R Candidates.



What do you think of this:

The Waller County Gazette

November 7, 2018



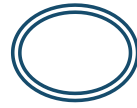
DEMOCRATS SWEEP STATE AND LOCAL OFFICES IN BLUE WAVE

**This headline will be a reality unless we get out and vote on Tuesday, November 6.
The future of our country, our state, and even Waller County is at stake.**

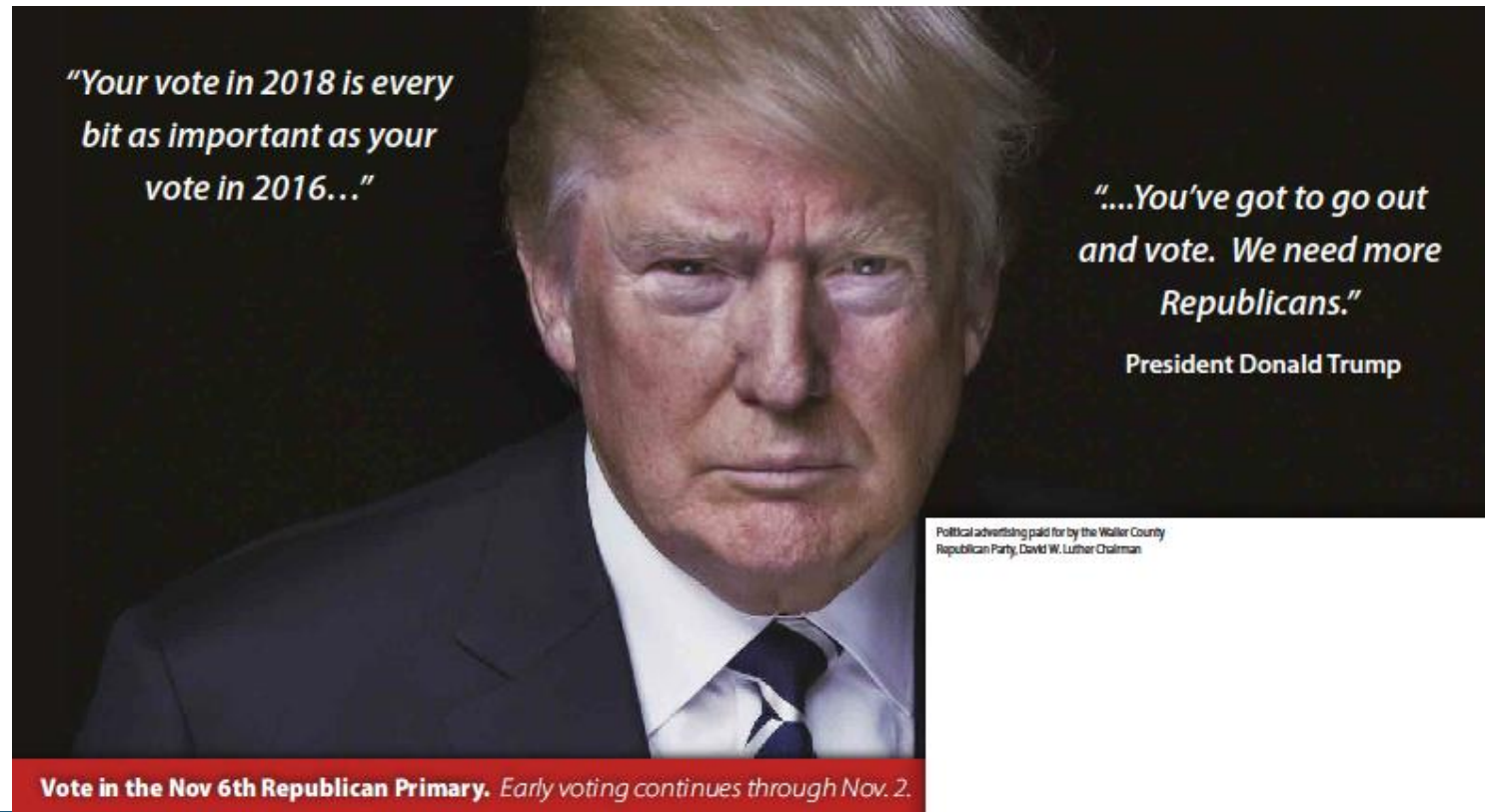
Vote Republican, and be sure to go all the way down the ballot to support our local conservative candidates. This election is not just about the Senate and House of Representatives, but also about the people who set our tax rates, who ensure that our streets are safe, and who preside over our state and local courtrooms.

**The Democrats are ready to vote.
*Are you?***

Political advertising paid for by the Waller County
Republican Party, David W. Luther Chairman



- Catchy photos or Tag lines to keep the mail from being tossed before it's read.



"Your vote in 2018 is every bit as important as your vote in 2016..."

"...You've got to go out and vote. We need more Republicans."

President Donald Trump

Political advertising paid for by the Waller County Republican Party, David W. Luther Chairman

Vote in the Nov 6th Republican Primary. Early voting continues through Nov. 2.

The image is a political advertisement for a Republican primary. It features a close-up portrait of Donald Trump with a serious expression. The background is dark. Text is overlaid in white and red. At the bottom, there is a red banner with white text. A small disclaimer is visible in the bottom right corner of the image area.



- Example of a Voter Guide for back of Mailer

Every Republican on the 2020 Ballot needs your vote...
WALLER COUNTY REPUBLICAN PARTY - 2020 VOTER GUIDE

National

- ✓ Donald J. Trump
Mike Pence
President and Vice President
- ✓ John Cornyn
U.S. Senator
- ✓ Michael McCaul
U.S. Representative, District 10
- ✓ Brett Busby
Justice - Supreme Court PI #8
- ✓ Bert Richardson
Judge - Court of Criminal Appeals PI #3
- ✓ Kevin Patrick Yeary
Judge - Court of Criminal Appeals PI #4
- ✓ David Newell
Judge - Court of Criminal Appeals PI #9
- ✓ Tom Maynard
Member - State Board of Education, District 10
- ✓ Lois Kolkhorst
State Senator, District 18
- ✓ Cecil Bell, Jr.
State Representative, District 3
- ✓ Tracy Elizabeth Christopher
Chief Justice - 14th Court of Appeals
- ✓ Russell Lloyd
Justice - 1st Court of Appeals PI #3
- ✓ Terry Adams
Justice - 1st Court of Appeals PI #5
- ✓ Ken Wise
Justice - 14th Court of Appeals PI #7
- ✓ Gary W. Chaney
District Judge - 506th Judicial District
- ✓ Ellen Contreras Shellburne
County Tax Assessor-Collector
- ✓ John Allen Amsler
County Commissioner, Pct. 1
- ✓ Jeron Barnett
County Commissioner, Pct. 3
- ✓ Bo Hashaw
Constable, Pct. 1
- ✓ Glenn White
Constable, Pct. 2
- ✓ Marvin Hood
Constable Pct. 3
- ✓ Joe Trimm, Jr.
Constable, Pct. 4

State

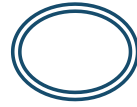
Local

- ✓ James "Jim" Wright
Railroad Commissioner
- ✓ Nathan Hecht
Chief Justice - Supreme Court
- ✓ Jane Bland
Justice - Supreme Court PI #6
- ✓ Jeff Boyd
Justice - Supreme Court PI #7
- ✓ Troy Guidry
Waller County Sheriff

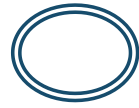
You may take this voter guide into the polls with you!

Waller County Republicans: www.wallergop.org • Facebook: @wallergop.org

Social Media, Robocalls and Texting



- Social Media is a great way to get messages out to voters, if you have the participation in your area. Use FB and Twitter to push out messages.
- Video on SM are also very effective. Most people will watch video over reading posts.



- Robocalling is also very effective.
- Texts to targeted groups of voters when EV starts and on election day
- These are very cost-effective ways to contact voters.
- Calls and Texts from volunteers are still the best.

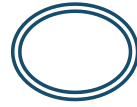
FINAL OBJECTIVE



BEAT ALL DEMOCRATS!!!!

Every Republican Voter that doesn't get out to vote, just voted Democrat!

Help Us Make Our Training Better



THANK YOU!