

Campaign Skills Handbook

Module 4 Voter Contact *Communicating Directly with Voters*



Introduction

One of the most important things that candidates, political parties and party activists do is communicate directly with voters. In political organizing terms, this is known as voter contact.

An active and well-organized voter contact effort can build stronger relationships between candidates or political parties and the voters they want to support them. Voter contact programs also provide political leaders with key information about what issues are most important to voters, insights for policy development, and a basis for communication efforts in order to grow the party's base of support for the long-term.

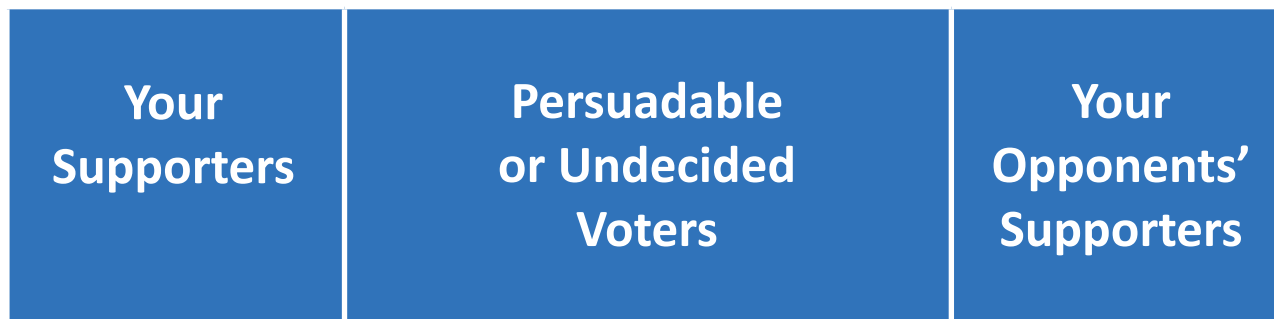
This module focuses on how to prepare for, organize and implement an effective voter contact effort. Campaigns typically communicate with voters in the months and weeks leading up to the election. Political parties should be prepared to engage in voter contact activities year-round, whether or not there is an election on the horizon. But there are important strategic considerations for planning voter contact in the context of an election.

The following topics are covered:

1. [Calculating Your Voter Contact Universe](#)
2. [Voter Contact Methods](#)
3. [Impact vs. Effort: Assessing Voter Contact Methods](#)
4. [Canvassing](#)
5. [Tracking Voter Contact Results](#)
6. [Get Out the Vote](#)
7. [Building a Voter Contact Plan](#)

Calculating Your Voter Contact Universe

In the broadest terms, the electorate can be divided into three main categories.



Voter contact has two goals:

- Persuading undecided or persuadable voters to support your party
- Mobilizing your supporters

In the previous module, you used Geographic and Demographic Targeting to identify which voters fall into each of these general areas for your party:

Your supporters are typically those who live in A areas of support for your party, or are part of demographic groups that show strong support for your party. They are going to vote for your party and they are not going to change their minds before election day.

Persuadable voters are typically those who live in B and C areas of support for your party or are part of demographic groups that show an interest in your party. They have not yet made up their minds to support your party and will be more likely to do so as a result of effective voter contact.

Your opponents' supporters are typically those who live in D areas of support for your party or are part of demographic groups that show strong support for your opponent(s). They are going to vote for your opponent(s) and they will not change their minds before election day.

Voter contact, and all forms of political communication, is focused entirely on the voters who live in A, B, and C areas and the demographic groups you have identified as supportive. All of your efforts should be focused solely on these voters. This module will provide you with tools and methods to determine how you prioritize each of these groups and how you engage them.

But what about the voters who live in D areas or belong to D groups? What do we do with them?

Nothing. The fact is that in a democracy, there will always be voters who do not support your party. You can feel sorry for them, but you should not waste your precious resources on voters who will never support you.

Activity 1: Calculate Your Voter Contact Universe

Return to the targeting exercises you conducted in the previous module.

1. How many voters are in your A areas? _____
2. How many voters are in your B areas? _____
3. How many voters are in your C areas? _____
4. Add the numbers in lines 1, 2 and 3 together. _____

This is the total number of voters you will have to contact over the course of the campaign. This should give you a sense of the size of the task ahead.

Activity 2: Number of Contacts

The next matter to consider is how many times you are going to have to contact each of these types of voters.

- For example, is your universe of B and C voters very large? How sympathetic are they likely to be? Will they have to hear from you more than once to be persuaded to support your party?
- How mobilized are your A voters? Will they have to be reminded more than once to get out and vote on election day?
- What is the electoral environment like? How will this influence voter turnout? Does this mean you'll have to spend more time and resources contacting your target voters to remind them to vote?

Based on your assessment of these dynamics:

How many times should your party contact A voters? _____
How many times should your party contact B voters? _____
How many times should your party contact C voters? _____

5. Multiply the number of contacts for A voters x the number of A voters
6. Multiply the number of contacts for B voters x the number of B voters
7. Multiply the number of contacts for C voters x the number of C voters

Activity 3: Voter Contact Daily Count

8. Add up the numbers from lines 5, 6 and 7 above
9. Divide the total from line 8 (above) by the total number of days between now and the election, or by the total number of official campaign days
10. The total number you got in line 9 is the number of voters you will have to contact everyday between now and election day (or during the official campaign). Ask yourself if this is a realistic number.
 - Do you have enough volunteers to reach this many voters?
 - Do you have the necessary transportation and communication resources if these voters are spread over a large geographic area?
 - Do you have the resources for this level of activity?
 - What do you think will be the most efficient way to communicate with this many voters?
11. We will conduct more detailed planning later in this module, but at this stage what is your assessment of how well prepared your campaign is to contact this many voters during the official campaign period?

Voter Contact Methods

Voter contact describes the techniques and activities campaigns use to communicate with the electorate, to persuade undecided voters to vote for them, and to mobilize their base voters. Worldwide, political parties and campaigns use a vast variety of voter contact methods: everything from mobile constituent help centers or clinics, to tents at festivals, to organizing events where candidates wash voters' cars!

The type of voter outreach methods your campaign uses in an election will depend on a number of factors:

- what types of activities are legal and culturally acceptable
- the size of the total targeted voting population your campaign is trying to reach
- the number of voters your campaign is trying to persuade to support it
- whether the landscape is more urban or rural, and how closely people live to one another
- local feelings about politicians and political leaders
- the campaign's financial and human resources
- the security environment
- what is likely to have the greatest impact

This section will walk you through how to determine which voter contact methods are best for your campaign and how to deliver an effective voter contact program. One of the best places to start is to consider what the options are.

Activity 4: Voter Contact Techniques

1. What does your campaign or party do now to communicate with voters? How often does it conduct these activities?

2. Can these methods be used year-round, even when there isn't an election?

3. Among these voter contact methods, which are most effective? Why?

Activity 5: Activities List

1. Review the list of voter contact techniques you made in Activity 4 and see if there are other methods listed below that your campaign or party can use. Circle or make note of any on the list below that you would adopt. Common voter outreach techniques include:

- Posters and Banners
- Public or Community Meetings
- Festivals and Rallies
- Billboards
- Leaflets and Brochures
- Phone calls to voters
- Newspaper Advertisements
- Discussions with Community Leaders
- Social Media Campaigns (e.g., Facebook fan page)
- Policy Manifestos
- Press Releases
- Radio Advertisements or Paid Air Time
- Door-to-Door Canvassing
- T-shirts, Hats and Party Merchandise
- Plays, Shows and Local Theatre
- Party Website
- Television Advertisements or Party Political Broadcasts
- Internet Videos
- Email and SMS

2. Considering the additional voter contact methods you have chosen from the list above, why do you think these would work for your campaign?

Impact vs. Effort: Assessing Voter Contact Techniques _____

Like every aspect of campaign planning, voter contact must be approached strategically. The voter contact methods your campaign chooses will be influenced by the number of voters you need to reach and how much work you need to do to persuade or mobilize target voters. Your choice of methods will also be shaped by the amount of work involved in each and the resources your campaign has available for voter contact. This section will help you analyze which voter contact techniques are the best fit for your campaign.

Assessing Impact: Hot or Cold

Every voter outreach technique is either Hot or Cold. Hot and cold are terms used to measure the effectiveness of an outreach technique.



Hot techniques have a lasting impact on the voter.

They may be thinking about it even hours later. They might discuss it with their spouse over dinner. They may call a family member to tell them about it.



Cold techniques have a fleeting impact on the voter.

They are forgotten about quickly. Voters quickly move back to their busy lives after this type of engagement.

The impact of a voter contact technique depends on the local political and cultural environment and the target audience you are trying to reach. For example, a social media campaign is more likely to be “hot” if the target audience is younger voters rather than pensioners because younger voters are more likely to get their information this way. Television advertisements by campaigns may be “hot” if they are a newer way for parties to communicate or if the electorate is extremely interested in the campaign, but they are more likely to be “cold” in a campaign environment where there are so many advertisements that the voters are overwhelmed.

Use your best judgment to assess which voter contact methods are likely to deliver the strongest impact for your campaign in the existing political and cultural environment. You should also consider how your target voters are most likely to get their information.

Activity 6: Hot vs. Cold

1. Review the list of voter contact techniques below. Add any techniques your party also uses which are not on listed. Label each technique as either “hot” or “cold” and be prepared to explain why you have chosen this answer.

- ☐ Posters and Banners
- ☐ Public or Community Meetings
- ☐ Festivals and Rallies
- ☐ Leaflets and Brochures
- ☐ Radio Advertisements
- ☐ Discussions with Community Leaders
- ☐ Policy Manifestos
- ☐ Social Media Campaigns
- ☐ Press Releases
- ☐ Television Advertisements
- ☐ Newspaper Advertisements
- ☐ Door-to-Door Canvassing
- ☐ T-shirts, Hats and Party Merchandise
- ☐ Plays, Shows and Local Theatre
- ☐ Party Website
- ☐ Internet Videos
- ☐ Email and SMS
- ☐ _____
- ☐ _____
- ☐ _____
- ☐ _____
- ☐ _____
- ☐ _____

Assessing Impact: the Bottom Line

It is important to keep in mind that what is hot and what is cold may, in some circumstances, change from one election to another and certainly from one country to another. Therefore, it is important for purposes of strategy, planning and resource management to keep in mind the following:

- **The more personal the technique, the more persuasive, or hot, it tends to be.** Hot techniques are largely more personal and more direct forms of communication in which the target voters and candidates (or campaign volunteers) are physically present in the same space. These techniques also give the voter an opportunity

to talk back so it is a two-way conversation or dialogue, rather than just a monologue with only the party or candidate getting a chance to speak. If your B and C voters vastly outnumber your A voters or if you're facing a tight election, more personal techniques may be the best choice.

- **The more targeted a technique is, the bigger the return for the campaign.** It can be important for the campaign to host a hospitality tent or give out sweets at a local festival, for example. But if it is unclear whether the voters at the festival are the campaign's targeted voters, then the impact and return for the campaign's work will be lower. The more voter contact can be designed around communicating directly with target voters, the more effective it is going to be.
- **Hot techniques are less expensive than cold techniques.** Community meetings, for example, cost very little to put together. However, they require more time and more people to organize and implement and so planning and recruitment for these has to start earlier.
- **Worldwide, door-to-door canvassing is the technique that tends to have the highest impact.** Because it is extremely personal and can be conducted directly with target voters, canvassing by meeting voters in their homes tends to be the hottest form of voter contact. Community meetings are a good second choice, especially in areas where there is conflict or security concerns or where voters are less comfortable being visited in their homes.
- This does not mean your campaign should abandon all cold techniques. **Almost every electoral campaign will be made up of a combination of hot and cold techniques.** If every political party in the election puts up posters, it may make sense for your campaign to do the same, even if they are cold. Good strategy is about tying your voter contact plan to your vote goal and choosing the activities that will get you there.

Assessing Effort: Resources vs. Return

Every form of voter contact requires hard work and resources from the campaign. Some techniques require more time and volunteers; others require more money. All require a certain amount of research, information and strategic planning.

Think through the voter contact methods you listed in Activities 4 and 5, the ones typically used by your political party or campaign, or ones you are thinking of using in the next election (or even in between elections to help build your base of support). Consider the amount of resources they require in comparison to the impact they will

have. The chart below uses a scale of 1-5, **with 1 being lowest and 5 being highest**, to rate some common voter contact techniques according to five criteria:

Financial Cost → How much money will be required?

Volunteers Needed → How many volunteers will be needed to help?

Time and Planning Needed → How much time will be needed to plan and execute the activity?

Impact → How hot or cold is the activity for the voters my campaign is trying to reach? What will the impact be?

Efficiency → How many voters can the activity reach at one time?

Method	Financial Cost	Volunteers	Time and Planning	Impact on Target Voters	Efficiency
Canvassing	1	5	4	5	1
Community Meetings	1	3	5	5	4
Posters	4	3	3	1	5
Phone calls to voters	3	3	4	3	3
Television advertisements	5	1	3	2	5
Social media	2	1	3	2	2

This chart offers a general assessment of the impact and efficiency of these methods in a particular campaign environment. This may differ according to the local environment or circumstances and the size of the population you need to reach.

Assessing Effort: the Bottom Line

The question for every campaign is whether they can afford, in terms of time, money and volunteers, to implement the voter contact methods that would best suit their goals. And, if they don't have sufficient resources on hand, whether they are in a position to raise or recruit these resources.

Remember that every campaign will employ voter contact techniques that demand a lot of resources, as well as those that require lower levels of resources. The key is to concentrate your efforts on voter contact techniques that will deliver targeted results for the campaign and that you can implement effectively with sufficient resources.

Activity 7: Resources vs. Return

1. Review the lists you made in Activities 4 and 5 of voter contact methods your political party or campaign currently uses or those you think they should adopt. Based on the political and cultural environment you will face in the next election, consider the amount of resources each of these methods requires in comparison to the impact they will have according to the five criteria listed in the chart below. Use a scale of 1-5, with 1 being lowest and 5 being highest. In the final column, indicate whether you think this method is still worth using by marking the box with a V to keep it or an X to drop it from your plan.

Method	Financial Cost	Volunteers	Time and Planning	Impact on Target Voters	Efficiency	Keep or Drop?

Based on the hot vs. cold and resources vs. return analyses you have conducted in this section, write the final list of voter contact methods your campaign or political party will use in the next election, and which of your target voters you will communicate with using each method (A, B or C, or demographic categories). Be prepared to explain why you have chosen these.

	<u>Voter Contact Method</u>	<u>Target Voters</u>
1.		
2.		
3.		
4.		
5.		
6.		
7.		
8.		

Canvassing

Canvassing is a form of systematic and personal communication between an electoral campaign and target voters. It is typically practiced by candidates, political party representatives and volunteers going from home to home in a priority area and talking with voters about the election.

Among every form of voter outreach, canvassing is the activity with the highest impact and highest return. It is far more personal than most forms of voter contact and is more likely to be a rewarding and valuable experience for both the campaign and the voter. Canvassing allows the campaign or party to:

- ✓ Identify more precisely where its areas of support are and make sure these voters are registered to vote and likely to vote on election day
- ✓ Build or strengthen the relationship with base (A) and persuadable (B and C) voters
- ✓ Demonstrate to voters that the campaign or party is active, engaged and concerned about the citizens
- ✓ Test its message and get a better sense of what issues are important to voters

There are two types of canvassing:

1. **Survey Canvassing** – In a survey canvass, a political party or candidate goes directly to voters to find out what issues are most important to them and to learn about their impressions of the party. A survey canvass is typically conducted well in advance of an election or in between elections.
2. **Persuasion or Electoral Canvassing** – In a persuasion or electoral canvass, a political party or its candidate visits local voters to communicate a campaign message and persuade voters to vote for them.

Although it can be extremely effective (hot and high impact), it is also an activity which requires a lot of planning and a fair amount of resources (high effort). In order to conduct canvassing activities, a campaign team will need:

- Plenty of volunteers (in many countries, especially in areas where there has been conflict, voters are more comfortable, and therefore more responsive, if at least one of the members of a canvassing team is female)
- A copy of the voters list for the area that is being canvassed (a list of registered voters in the area)
- A street map or boundary map of the area to be canvassed

- Briefing materials to prepare canvassers for common or difficult questions
- Party or campaign literature with contact information
- Feedback forms or some mechanism to collect information about voters' political support and issues of priority, as well as details of voters who wish to volunteer or donate to the campaign
- A script for canvassers so they know what to say to voters and what information to collect
- Badges, hats, t-shirts or other campaign paraphernalia that make it clear who volunteers are with and support the campaign's branding efforts (if this is safe to wear in public)

A good canvassing script helps prepare campaign volunteers to engage with voters and ensures that all party activists are delivering the same message. Canvassing scripts:

- Should take a small amount of time
- Use simple language or even pictures in order to communicate effectively with voters
- Should allow for a two-way conversation to demonstrate that the party or candidates are not there just to talk, but also to listen
- Begin and end with the name of the party or candidate being said aloud by canvassers so they are more likely to remember you were there
- Canvassing is best if done in pairs so that one person can engage the voter and one person can write down the voter's response; depending on local sensitivities, it is usually best if at least one of the canvassers is female as voters tend to find this less intimidating
- Should be polite; canvassers should be instructed not to engage in arguments with voters, to treat all voters with respect and to walk away politely if a discussion gets heated

Activity 8: Canvassing Script

Working with your team members, use the space below to write a script for a persuasion or electoral canvass for the upcoming election. Before you begin to write, think through the questions below.

After you have finished your draft, select two people from your group to be canvassers. You will test your script with a voter.

- Will voters have any concerns about being directly approached by representatives from a campaign? If so, what do you need to say or do to put them at ease?

- How do you think the voters would like to be greeted? What should you say to them?
- What do you need to ask voters? What information do you need most (e.g., key issues, voting intention, whether or not they're registered) to build an effective campaign strategy and make sure you're communicating effectively with target voters?
- How will you incorporate your message or slogan?

Tracking Voter Contact Results

Throughout all of this challenging and energizing work communicating directly with voters, it is vital that you keep track of what voters are saying to you. The beauty of direct voter contact is that it often provides the opportunity to engage in two-way communication so that not only can you deliver your message to voters but they can tell you what they think of that message, of you as a candidate, of your party and of the issues that are important to them.

This information is invaluable to electoral campaigns. But to benefit from it, you have to keep track of it and pay attention to what it is telling you.

Consider the sample voter contact card below. This can be used to collect information about what campaign activists, candidates and volunteers are hearing from voters. It can also be used to gather demographic data that will be extremely useful to the campaign in the long-term. This information is then brought back to the campaign headquarters where it is entered and tracked in a database of voter information. If the campaign is collecting and monitoring this information effectively, it should provide a fairly clear map of where the party or candidate should expect support on election day and where the campaign should be focusing its efforts.

Sample Voter Contact Card

Voter's Name: _____
Address: _____
Polling District: _____
Contact Phone: _____
Contact Email: _____
Party Affiliation: _____

Registered to Vote?	Yes	No	Doesn't Know				
Planning to Vote:	Yes	No	Doesn't Know				
Voting Intention:	1	2	3	4	5	R	X

Needs:

More Information
Absentee Ballot
Ride to the Polls
Election Day Child Care

Will support the campaign by:

Volunteering
Canvassing
Working to Get Out The Vote
Making a Donation
Phoning

Additional Information/Issues: _____

Voting Intention Key:

1 = Supporter, 2 = Leaning toward Candidate, 3 = Undecided, 4 = Leaning toward Opponent, 5 = Supporting Opponent, R = Refused to Answer, X = Not at Home

Consider other types of information you may need to build a relationship with voters in your area and to accommodate the local political environment. Data files can also be used to identify potential volunteers or to determine who might be able to provide financial or material support to the campaign. They can also be used to track certain issues along geographic and demographic lines.

Sometimes, however, voters can be hesitant to share this type of information if they feel the questions are too personal or if there has been violence or political conflict. Think carefully about what you really need to know and find ways to ask about these

things without making voters feel uncomfortable. For example, if voters do not want to say who they are planning to vote for, you can ask them what issues are most important to them and which party or candidates they think are doing the best job on these issues. This also means that you must be very careful with the information you collect to ensure that the data is accurately protected and not used for any purposes other than voter outreach.

Building a Voter Database

The simplest way to track voter contact results is to tie them directly to the voter list in a database. If you are able to get the voter list (official list of registered voters for the area) in electronic form, you can create additional fields in a simple spreadsheet that allow you to code and input feedback from voters.

If you cannot get the voter list in electronic form, with the right staffing and volunteers you can build your own voter database. Depending on how large the geographic area is and the size of the population, this can take a considerable amount of time but is worth the investment. If done well, the final product will provide you with core information about the electorate that will be useful for years to come. Building your own data system also has the advantage of being able to identify and include voters who are not registered and thus not be on the official voter list.

There are also desktop-based or internet-based voter list management software packages available. A number of companies offer these but they can be expensive. Ensure that any you purchase are appropriate for the local political environment and include the type of information you will be using. For example, avoid software that relies heavily on using residential addresses if that's not the way the local area is organized.

Whether you are working with the voter list, building your own voter database or using ready-made software, try to think long-term and construct a data system that allows you to track information over a number of years so that you can begin to identify trends. You will also need a system that is flexible enough to allow you to run a number of different types of reports so that you can pull up the names of all the voters who have not registered, for example. Or, you can pull up the names of all the voters in a specific polling district.

If none of these electronic formats are options for your campaign, there is nothing wrong with working with a written list or ledger. Good data management is about the quality of the information that is maintained, not how fancy or expensive the format is. Electronic options simply offer more flexibility.

The type of information you might want to track in your voter file includes:

Family Name	
First Name	
Salutation/How to Address Them	What should your candidate, party officials or anyone from the campaign call this person when contacting them?
Gender	Male or Female?
Contact Phone	If people are likely to have several phone numbers (e.g., a home, work and mobile phone, or several mobile phones) create separate fields for each ranking them according to which is the best or most appropriate one to reach them on.
Contact Email	Collect this information even if email is relatively new or only used by a small population. It is likely to grow in the future.
Contact Address	Collect this information so you know where to visit them for direct voter contact, and so you can contact them by mail if there is a postal system. If there is no system of addresses in the area, describe how to find their residence or place of work so that volunteers could find it.
Postal Code	If there is a functioning postal system, collecting postal codes can be very useful for organizing voters into manageable geographical areas.
Polling District or Station	This is very important information for organizing voter contact and Get Out the Vote efforts.
Party Affiliation	Are they a member or active supporters of a political party?
Voting Intention	Who are they planning to vote for in the upcoming election? Review the grading system in the voter contact card below.
Voting History	For longer-term purposes, it can be very useful to track whether or not this person actually voted in an election. This will help make sure your future efforts focus on likely voters.
Priority Issues	What issues are they saying are important?
Date of Birth or Age Range	

Activity 9: Tracking Voter Contact Results

Use the space below to design your own voter contact card. What information do you need to track and what form should that take?

Get Out the Vote

The feeling of winning an election can be very exciting. There is a real sense of energy and enthusiasm in the days before an election if the polls suggest that your party will do well or if you're getting a lot of feedback from your voter contact activities that the voters are saying they support your party or your candidate in this election.

It can be extremely validating when the voters say they love you. However, if they love you from home, the love is lost. In other words, it does not matter how well you are doing in the polls or how great the voters say you are if they don't actually go out on election day and cast a ballot for you.

This is why Get Out the Vote (GOTV) is a key component of your voter contact plan. GOTV is all the activities that you will conduct towards the end of the campaign period and on election day to ensure that your supporters actually show up at their polling place and cast their ballot.

The types of activities typically used for GOTV are exactly the same or similar to those used for voter contact to persuade and mobilize targeted voters during the election campaign. However, the methods selected for GOTV have the ability to communicate directly and immediately with voters in order to convey a sense of urgency, check whether or not they have voted and gently persuade them in a personal way to get out and vote if they have not already done so.

The actual techniques used for GOTV will depend on the local environment, election law and campaign culture, but typical methods include:

- ☐ Door-to-door canvass
- ☐ Phone banks
- ☐ SMS and mobile phone messaging
- ☐ Persuasion literature drops

GOTV is about polite pushing: mobilizing and persuading supporters that it is essential that they go to the trouble (and sometimes hassle) of actually casting a ballot once voting has begun. The more difficult or unpleasant voting is in your area, the harder you may have to work to convince voters this is a good idea.

Think about obstacles some voters are likely to encounter and how you might be able to address them in your GOTV efforts.

- Will your supporters need transportation or assistance getting to the polling station?
- Will they need help finding their polling stations?
- Do you need to remind them what type of identification they should bring?
- Will they need someone to help mind children while they vote?
- Are they likely to experience any form of intimidation at the polls? Or could they find the voting process itself intimidating or bothersome if there are long lines or large crowds?

The more you have been able to track your voter contact activities, the more targeted your GOTV efforts will be. If you have kept good records of voting intentions in key areas for your campaign, you should be able to mobilize supporters according to geographic area, street, family, clan or even individual name.

Activity 10: GOTV Planning

Consider the next election in which you will be campaigning and think through what your GOTV strategy should be.

1. What GOTV techniques are likely to be most effective with your supporters?

2. What obstacles or problems are your supporters likely to encounter that would make it difficult for them to vote? How can you help them address these?

3. When does voting start? Is any voting permitted in advance of election day? When will you need to begin your GOTV efforts?

4. What information do you need to track during the campaign to inform your GOTV efforts?

Voter Contact Planning

Throughout this model, you have analyzed and constructed all of the elements that you will need for effective voter contact. It is time to bring them all together in a centralized plan.

A simple grid system, like the one used on the following page, allows you to collect and merge all of the research and strategic planning you have done as you have worked through the voter contact elements of your campaign. This provides you with a holistic view of the challenge ahead and can be inserted into the campaign's overall timeline (discussed in Module 9) to ensure the campaign remains on track on a daily basis.

There is a fair amount of math to be done to figure out your voter contact plan as accurately as possible, but these are fairly simple calculations and completing these will make a very real difference in tracking the progress and impact of your campaign and managing resources effectively.

Review the table below. This grid system was used to calculate what the voter contact plan would look like for a campaign with the following goals and challenges:

- 14,000 A voters to be contacted through community meetings, a leaflet drop and a billboard
- 23,000 B voters to be contacted through canvassing, community meetings and a billboard
- 12,000 C voters to be contacted through canvassing
- The campaign is also targeting the 80,000 first-time voters in the country; 40,000 are estimated to be actively engaged in social media websites
- The official campaign period is 120 days. This campaign will not have to take any breaks or days off for holidays.

Voter Contact Plan

Method	Target Audience	Size of Audience	Total Number of Contacts to be Made	Daily Contact Count (120 day election period)	When	Financial Costs	Volunteers Needed
Canvassing	B	23,000	2 per voter (23,000 x 2 = 46,000)	384 (46,000 ÷ 120 = 384)	1st contact in 1st 60 days of campaign; 2nd contact in last 60 days of campaign	Voters List, production of canvassing materials, refreshments for volunteers	50 per day (working in teams of 2)
Canvassing	C	12,000	2 per voter (12,000 x 2 = 24,000)	200 (24,000 ÷ 120 = 200)	1st contact in 1st 60 days of campaign; 2nd contact in last 60 days of campaign	Voters List, production of canvassing materials, refreshments for volunteers	22 per day (working in teams of 2)
Community Meetings	A and B (opinion leaders from A and B communities)	100	1	20 per meeting (100 ÷ a total of 5 meetings = 20 per meeting)	1 meeting per week in last 5 weeks of campaign	Meeting invitation and promotional materials, banners, microphone, campaign materials and refreshments	2 per meeting

Billboards in target areas	A and B	11,000	1	0	Last 2 weeks of campaign	Billboard hire, design and production of billboard sign	0
Social Media Campaign	First time voters	40,000	1 (40,000 ÷ 120 = 334)	334 per day (average)	Throughout campaign	Internet time, computer costs	0
Personalized Letter	First time voters	80,000	1	n/a	Send 14 days before election day	List of first-time voters and contact information, design and printing of letter, envelopes, paper and stamps	100 to stuff envelopes with letters
Leaflet drop	A	14,000	1	466 (14,000 ÷ 30 = 466)	Last 4 weeks of campaign	Design and printing of leaflet, production of maps for leaflet drop	30 per day
Phone calls to voters	B and C	25,000	1	417 (25,000 ÷ 60 = 417)	Last 60 days of campaign	Phones and calling time, production of lists of voters to be called	15-20 per day

It is important to note that in this example, the items associated with each activity that will cost money are listed, but no figures are given. It is vital that in your own planning, accurate figures are included so that the campaign is fully aware of the level of resources it will have to obtain and manage.

Also, a complete voter contact plan will contain a separate planning section for GOTV so that the campaign can adequately prepare for its GOTV activities and begin to shift towards these as the campaign period draws to a close.

What are your impressions of this example? Does it make the campaign's voter contact strategy clear? Do you think it would help a campaign plan better for their voter contact efforts?

Activity 11: Voter Contact Planning

Review the voter contact analysis and calculations you have conducted in this module and your targeting figures from the previous module. It might be helpful to reproduce some of those figures below to help you put together your voter contact plan.

From Activity 1 of this module:

1. How many voters are in your A areas? _____
2. How many voters are in your B areas? _____
3. How many voters are in your C areas? _____

From Activity 7 of this module:

4. What voter contact techniques have you selected for A voters? How many will you reach with each technique? How many times will you contact them using each technique?

<u>Voter Contact Technique</u>	<u>Number of Voters</u>	<u>Number of Contacts</u>

5. What voter contact techniques have you selected for B voters? How many will you reach with each technique?

<u>Voter Contact Technique</u>	<u>Number of Voters</u>	<u>Number of Contacts</u>

6. What voter contact techniques have you selected for C voters? How many will you reach with each technique?

<u>Voter Contact Technique</u>	<u>Number of Voters</u>	<u>Number of Contacts</u>

7. Are there any demographic groups that you are targeting as well? What voter contact techniques have you selected for each of these groups? How many will you reach with each technique? How many contacts will you make with each?

<u>Voter Contact Technique</u>	<u>Number of Voters</u>	<u>Number of Contacts</u>

From Activity 10 in this module:

8. What GOTV techniques are likely to be most effective with your supporters?

Use all of this information (as well as the calculator on your mobile phone) to put together your own voter contact plan in the blank grid below. Use the first sheet to plan the voter contact techniques you will use during the electoral campaign and the second sheet to plan those you will use to Get Out the Vote on election day.

Method	Target Audience	Size of Audience	Total Number of Contacts to be Made	Daily Contact Count (120 day election period)	When	Financial Costs	Volunteers Needed
GOTV Period							