



PERSUASION VS. GET OUT THE VOTE: CHOOSING THE BEST CAMPAIGN TO ACCOMPLISH YOUR GOALS

DATA DICTATES YOUR GOAL

The first step in any campaign is to work with IEA Government Relations (GR) to access your appropriate voter file. Voter files provide you past voting data and modeling for your districts.

Next, in order to build a winning strategy, you need to calculate **your win number**. This is the number of votes you need to secure more than 50 percent of the votes cast on Election Day.

Once you calculate your win number, you can dig deeper into your voter file data to determine what kind of voters you have, typically by looking at the voter propensity score. In a two-party election voters will fall into three categories:

DEMOCRAT

SWING VOTERS

REPUBLICAN

Then, with the help of past election data, GR can help you group these categories into:

ALWAYS VOTE

Your volunteer universe

SOMETIMES VOTE

Your get out the vote (GOTV)
persuasion universe

NEVER VOTE

Not worth your time & resources
contacting

Where most of your members – both in your local and IEA members that live in your district – land in these categories, guides what communications campaign strategy you should invest most of your time in: persuasion, GOTV/turnout or a combination of both.

Another critical factor in deciding where to invest your resources is **time**. Persuasion campaigns take place at the beginning of a campaign cycle. Turnout or get out the vote campaigns take place in the final weeks of a campaign, typically starting with early voting and running through Election Day.

ID/PERSUASION CAMPAIGNS

In typical partisan elections, persuasion campaigns are **effective at the beginning** of the campaign cycle. Voters make up their minds early so persuasion campaigns become less effective as you approach early voting and Election Day.

Your goal during a persuasion campaign is to identify (ID) which candidates your members support and/ or persuade them to vote for your recommended slate. For a recommended slate of Democrat candidates, your persuasion universe/ audience might look like this:

1. Swing voters who always vote or vote occasionally.
2. Voters who always vote Democrat but only vote occasionally.

Personalization is key for effective persuasion campaigns. The best communications tools for persuasion campaigns are **in-person or one-to-one contact**. Relational outreach like friend-to-friend or colleague-to-colleague communications are even more effective through persuasion campaigns than general messaging.

PERSUASION CAMPAIGN COMMUNICATIONS TOOL HIERARCHY:

1. In-Person Conversations
2. Phone Bank (Persuasion Universe)
3. Hustle/Text Bank (ID Universe)
4. Traditional Media
5. Personalized Mass Emails
6. Personalized Mailers/ Robocalls/ Targeted Social Media Ads

GOTV OR TURNOUT CAMPAIGNS:

Starting around early voting and running through Election Day, your campaign efforts should shift entirely to get out the vote or GOTV. Your goal here is turnout. Focus your efforts on these universes:

1. Identified supporters that are inconsistent in voting (i.e. your voters who always support your recommended slate but only occasionally vote)
2. Positive IDs that you have made from your persuasion campaign (i.e. those swing voters that have swung to your recommended candidates)
3. Your base (those who always vote and always vote for your recommended slate)

GOTV is not about persuasion or voter identification. GOTV is about **making a vote plan** and making sure your voters follow through.

GOTV CAMPAIGN COMMUNICATIONS TOOL HIERARCHY:

1. Phone Bank (Persuasion Universe)
2. Hustle/Text Bank (Identified But Inconsistent Voters)
3. Personalized Mass Emails/Personalized Mailers
4. Paid Social Media Campaign
5. Robocalls