Grassroots Electoral Politics

“Welcome to the Dark Side!”
CAMPAIGNS REQUIRE US TO ORDER OUR THINKING AND OUR ACTIONS. CAMPAIGNS MAKE US ORGANIZE.
Campaigns also give candidates a mandate to govern.
WHAT IS THE GOAL OF YOUR CAMPAIGN?
WHAT IS THE GOAL OF YOUR CAMPAIGN?

TO GET ELECTED.
WHAT IS THE GOAL OF YOUR CAMPAIGN?

TO GET ELECTED!

(WHAT THIS REALLY MEANS IS TO GET 50% +1 OF THE VOTES)
WHAT IS YOUR CAMPAIGN STRATEGY?

THE MEANS YOU WILL USE TO ACCOMPLISH YOUR GOAL.
WHAT ARE YOUR CAMPAIGN TACTICS?
WHAT ARE YOUR CAMPAIGN TACTICS?

THE HANDS-ON ACTIONS YOU TAKE TO CARRY OUT YOUR STRATEGY
TIMELINES:

YOU ONLY HAVE SO MUCH TIME TO ACHIEVE YOUR GOALS.

WRITING OUT A DETAILED TIMELINE OF HOW YOU EXPECT TO MEET YOUR GOALS IS CRUCIAL.
BENCHMARKS:

THESE HELP YOU MEASURE YOUR PROGRESS TOWARD YOUR GOALS.

IF YOU’RE MEETING YOUR BENCHMARKS, THEN YOU KNOW YOU’RE ON THE RIGHT TRACK. IF NOT, YOU WILL STILL HAVE TIME TO CHANGE YOUR STRATEGY OR TACTICS BEFORE IT’S TOO LATE.
THE KEY DISTINCTION BETWEEN A SUCCESSFUL AND AN UNSUCCESSFUL CAMPAIGN IS THE UNDERSTANDING OF GOALS, STRATEGIES, TACTICS, TIMELINES AND BENCHMARKS.
CAMPAIGN RESOURCES:

CAMPAIGNS ALWAYS RUN IN A CONDITION OF SCARCITY.

THERE ARE NEVER ENOUGH:

PEOPLE – MONEY – TIME
PEOPLE ARE YOUR VOLUNTEERS, YOUR MOST VALUABLE ASSET.

THE BETTER TRAINED AND FOCUSED THEY ARE, THE BETTER THEY WILL PERFORM, AND THE BETTER THEY WILL FEEL ABOUT YOUR CAMPAIGN.
MONEY.

EVERYTHING COSTS MONEY.
TIME.

TIME IS ALWAYS SHORT, WHICH MEANS YOU NEED TO CHOOSE YOUR CAMPAIGN ACTIVITIES WISELY AND USE TIME EFFICIENTLY.
PEOPLE, MONEY, AND TIME ARE ALL QUANTIFIABLE.

YOU HAVE $X$ NUMBER OF VOLUNTEERS, YOU HAVE $Y$ NUMBER OF DOLLARS IN YOUR CAMPAIGN ACCOUNT AND YOU HAVE $Z$ NUMBER OF DAYS UNTIL BALLOTS ARE DUE.
ELECTIONS ARE QUANTIFIABLE TOO.

THE PERSON WITH THE MOST VOTES WINS.
RESEARCH.

FIND OUT HOW MANY VOTES IT WILL TAKE TO WIN.
Washington County Elections

Upcoming Election Dates:

- Mar 12, 2013 - Special Election.
- May 21, 2013 - Special Election.
- Sep 17, 2013 - Special Election.
- Nov 05, 2013 - Special Election.

I would like:
- to get a filing form.

Elections 101:
- Vote-By-Mail Made Easy

Register to vote:
- On-line

Contact the Elections Division

Contact: Elections
3700 SW Murray Blvd
Suite: 101
Beaverton, OR 97005
Directions and map

Mailstop: 3
Building: Murray Place
Floor: 1
Phone: (503) 846-5800
Fax: (503) 846-5810
Email: Elections
<table>
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<tr>
<th>Code</th>
<th>Description</th>
<th>Total</th>
<th>Percent</th>
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<td>Hillsboro School Director - Pos 4</td>
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<tr>
<td>Vote for 1</td>
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<tr>
<td>01 = Kim Strelchun</td>
<td>6,662</td>
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<tr>
<td>02 = Monte Akers</td>
<td>4,109</td>
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<td>537</td>
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</table>
Now that you know how many votes it will take to win, how do you find out who will vote?
Washington County Elections

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- Nov 05, 2013 - Special Election.

I would like:
- to get a filing form.

Elections 101:
- Vote-By-Mail Made Easy
- Voter Assistance Program
- Español

Register to vote:
- On-line

Contact the Elections Division

Contact:
Elections
3700 SW Murray Blvd
Suite: 101
Beaverton, OR 97005
Directions and map

Mailstop: 3
Building: Murray Place
Floor: 1
Phone: (503) 846-5800
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Email: Elections
Hierarchy of Voter Contact

1. Direct face to face contact, either by the candidate or a neighborhood volunteer

2. Person to person phone call

3. Direct, *personalized* mail.

4. Robocall, generic campaign literature (mailed or dropped), TV, or radio spot.
BUT WHAT ABOUT LAWN SIGNS!!!!!!
Political pundit Peggy Noonan on election eve, 2012:

“And there’s the thing about the yard signs. In Florida a few weeks ago I saw Romney signs, not Obama ones. From Ohio I hear the same. From tony Northwest Washington, D.C., I hear the same.”
Lawn signs don’t vote.
Even so, lawn signs are an important component of local campaigns.

But keep their costs, to produce and manage, in perspective.

In the hierarchy of effective voter contact, they rank near the bottom.
What about the web?
Facebook is more dynamic, easier to use, and more popular than a static website.
The most effective and efficient voter contacts for Local Campaigns:

- Your Voter Pamphlet Statement
- Your mailers
- Your canvasses and phone calls
- Earned media
The Voter Pamphlet is received by every registered voter.

It is a “trusted messenger”.

Voters rate the Voter Pamphlet as their primary source of information about candidates, even though the statements in the pamphlet are provided by the candidates.
Your mailers are your message, unadulterated.

Their effectiveness is undercut by a general voter suspicion of political messaging.

You can help overcome that resistance by personalizing your mail pieces.

Hand address and hand sign your mailings. Have volunteers address and sign mailers and personalize literature they leave at doors.
Direct voter contacts through canvassing and phone calls work best when you and your volunteers are established as “trusted messengers”.

• Create scripts for your volunteers that create empathy with the voters.
• Thank the voters for being committed members of our community.
• Be sure to ASK the voters for their support and their intent to vote.
• Engage the voters in making a plan to vote.
Earned media gives your campaign credibility and third-party validation.
Create a campaign plan.

Include the number of voters you anticipate will participate and how you intend to contact them.

Include the costs for contacts (printing and postage).

Include a fundraising plan.

Include a time line.
Reach out to others who have run campaigns... especially SUCCESSFUL campaigns.
So now you’re ready to write your plan...
So now you’re ready to write your plan...

Begin by mapping out a timeline between now and election day.

Include all deadlines, filing, submitting voter pamphlet statement.

Block out time you cannot work on the campaign, etc.
Next, write the number of voters you calculate will vote in your election.

This is your voter universe. You need to determine how you will contact them, and how many times: how many mail pieces, how many contacts by walking, how many contacts by phone.
A volunteer can knock on 50 doors in two hours with a contact rate of around 10%

A volunteer can dial 100 phone numbers in two hours with a contact rate of about 20%
Once you’re estimated how you’re going to contact your voters, you’re ready to estimate how much it will cost.

You can minimize the printing cost of mail pieces but there is little wiggle room with the US Postal Service.
Once you’ve determined the cost of voter contact, throw in an estimate for a website, some lawn signs and you’re ready to begin a fundraising plan.
Your fundraising plan will detail how much you need to raise, and how you will raise it.

Your fundraising plan will become another stream of your timeline, with benchmarks.
To be continued...

For further information, contact Ron Morgan
field.ron.morgan@gmail.com