

# GET OUT THE VOTE AND ELECTION DAY TIPSHEET

Version 1.0

 **VOTE**  
 **RUN**  
 **LEAD**

# GET OUT THE VOTE AND ELECTION DAY TIP SHEET

“Get Out The Vote” (frequently called GOTV) is the concluding step of the campaign plan that represents a final, aggressive push to turnout supporters for the Primary and General Elections, and in many states, during early voting. (This might be the first Tuesday in November and in many states it also includes early voting!) A successful GOTV plan is fully dependent on the quality of work put forth on each day preceding GOTV. Therefore, the efforts to build a strong GOTV strategy must start early and continue through the end of the election.

## GOTV is achieved using the following methods

- Recruit paid staff and volunteers to:
  - Conduct phone calls to potential voters about voting and finalizing their voting plan
  - Go door-to-door with potential voters asking them to vote
- Paid, pre-recorded messages going out to “likely voters”
- Direct mail sent to voters
- Emails from the campaign to voters
- Texts from the campaign to voters
- Use of social media posts to encourage voting and developing a voting plan
  - Paid and targeted ads
  - Earned media opportunities (op-eds, LTE, radio interviews, etc.)
  - Friends of the campaign

## Get out the Vote Universe

To have the most effective GOTV efforts, campaigns must create a targeted list of voters to engage.

Who should you target?

- High Propensity Voters – these are “likely voters” that will vote for you.
  - Have they requested an absentee ballot?
    - Have those ballots been returned?
  - Are they voting in-person?

- Do they have a plan to vote on Election Day or utilize early voting in-person options?
- Early Voters – voters that are likely to vote early
- Election Day voters – voters that are likely to vote on Election Day

*\*Voter propensity and history can be found in a “voter file”- these are paid databases of voters that can be purchased from political parties and vendors.*

## **When should GOTV tactics occur?**

GOTV efforts should coincide with when people in your district can start voting.

- Early voting
  - When can people vote early in-person
    - When does early voting start/end in your state? Make your plan to engage these voters before that date.
- Absentee by mail voters
  - Who has requested absentee ballots?
  - When are the ballots mailed to voters?
  - When should voters return their ballot to ensure their ballot is counted?
- When does vote-by-mail start/end in your state? Make your plan to engage these voters before (informational purposes) and during (check your mail, return your ballot) those dates. Vote by mail Districts (exist in only some states)
  - When does vote by mail start/end in your state? Make your plan to engage these voters before that date.

## **Election Day Tactics/ Final Push Tactics**

Many people enjoy voting on Election Day even with the myriad of early voting options. It is important to use calls, texts, social media, media relations, and in-person canvassing to turnout those in your targeted universe who did not vote absentee or early. Make sure to call them the Sunday and Monday before Election Day call to remind them to vote and ask for their Election Day voting plan.

## **GOTV and Election Day Visibility**

Individuals can change the channel when political commercials are aired, and they can avoid interpersonal communications, but they cannot control their exposure to yard signs that blanket their neighborhoods. Seeing a yard sign while idling at an intersection transports a candidate from obscurity to recognition; walking down a sidewalk and seeing candidate signs can give individuals the feeling that they are on a particular candidate's turf.

Yard signs and sign wavers on Election Day:

- Creates energy and excitement for the campaign.
- Serves as a reminder to voters to beat the other team.
- Reminds voters that there is an election and they should make a plan to vote.

Visibility should target major intersections in district and at voting precincts

- Learn and understand the election laws in your district
- Abide by codes and ordinances if placing signs in right of ways
- Determine how many paid staff or volunteers will be used to effectively meet campaign visibility needs

*Seeing a large number of yard signs not only gives the candidate, but community members, confidence that the campaign is gaining momentum.*

These tactics are not only useful to the campaign but they are great to engage the community you will be serving. Often these paid campaign opportunities help the micro economy before the season of holiday gift giving. These tactics also demonstrate that the candidate is committed to that community and its people.