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Episode: **000-Preview**

Section: **Zen**

Title: **GOTV Coding**

Description:

All Campaigns use the rating scale to rate the support of voters for candidates and issues.



The rating scale is 1 to 5 with the supporters being assigned 1 and non-supporters being assigned 5.



1

Voter supporting the issue or candidate

2

Voter leaning towards supporting the issue or candidate

3

Voter that are undecided

4

Voter leaning away from supporting the issue or candidate

5

Voter not supporting the issue or candidate



Campaign track all voters identified as supporters are recorded in master database as 1 (referred to in campaigns as 1s). 1s are included in the campaign's voter outreach cycle. (Visit NetRootsForum.com for more information about vote outreach cycle.)



Voters identified as not support the issue or candidate record in master database as 5 (referred to in campaign as 5s) 5s are removed from voter outreach cycle. (Visit NetRootsForum.com for more information about vote outreach cycle.)





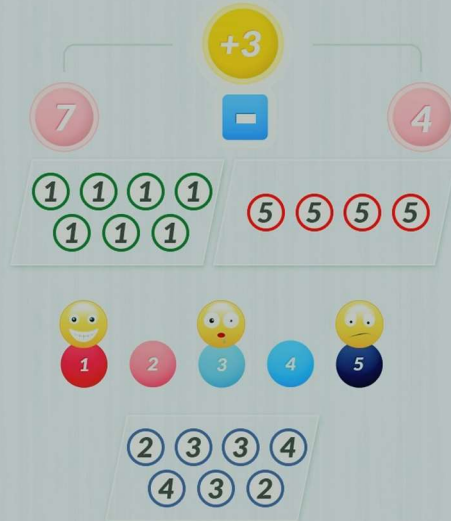
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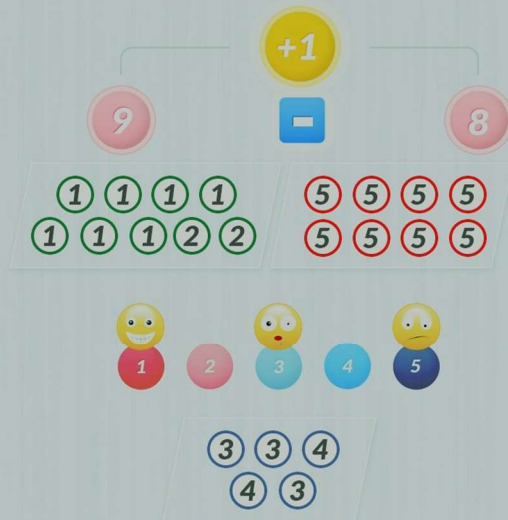
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Voters without strong opinion as rated from 2 to 4 in the master database.
These voters will be targeted by campaign for persuasion calls as part of campaign's voter outreach cycle.
(Visit NetRootsForum.com for more information about vote outreach cycle.)



At the start of the last month before the election the campaign tallies the number of 1 and 5 if the difference is positive the election is over and the campaign goes into Get Out The Vote mode
(Visit NetRootsForum.com for more information about vote outreach cycle.)
If Tally difference is negative the campaign goes into persuasion mode
(Visit NetRootsForum.com for more information about persuasion mode.)



The campaign recontact any voter in the master database recorded as two, three or four. The campaign tries to make up the difference need to win the election.

Campaign need to focus on the accuracy of data collected not the number 1s identified. When coding a voter using GOTV scale a 1 is a good as a 5.

1

1 stay on the contact list to be reminded to vote and recruited to volunteer.

2

5 is removed from the list and is not contacted again saving the campaign money.

(Visit NetRootsForum.com for more information about vote outreach cycle.)

Templates
GOTV tally sheet

Documents
GOTV rating scale

Related Episodes
Volunteer recruitment
Rating volunteers
Vote outreach cycle

Get Out The Vote Mode
Persuasion mode