Overview

- The Sister District Strategy
- A Look Back: 2017 - 2019
- This Year: 2020
- Q&A

OUR POLITICAL STRATEGY: THE BASICS

SISTER DISTRICT PROJECT

GOAL:

To build and maintain progressive power by electing Democratic majorities in state legislatures across the country.

OUR POLITICAL STRATEGY: THE BASICS

Why State Legislatures?

- Policy pipeline

- Leadership pipeline

- Vital key to fair districts

- High volunteer ROI

OUR POLITICAL STRATEGY: THE BASICS

SISTER DISTRICT PROJECT

Tactics

- Electoral
  - ▸ Field and fundraising, and in-kind general consulting
- Non-electoral
  - ▸ Voter education and registration; civic engagement

OUR POLITICAL STRATEGY: THE BASICS

SISTER DISTRICT PROJECT

3 Types of Chambers

- Blue Flips: Chambers where Democrats are down a handful of seats to flip, where we can flip in one cycle.
- Blue Holds: Chambers where Democrats have a fragile majority, which we have to defend and expand.
- Blue Inroads: "No Chamber Left Behind" - Chambers where Democrats likely do not have a one-cycle solution to flipping, but where we must make whatever inroads we can

OUR POLITICAL STRATEGY: THE BASICS

SISTER DISTRICT PROJECT

- **Mix of Chambers + Seats Changes Each Year:**
  - Schedule of races
  - Shifting composition of chambers
  - Urgency of redistricting
    - 2019-2020, prioritizing **"Last Chance" races: the last elections before redistricting in 2021, in states where the state legislature draws the lines**
  - Urgency of other key races + broader electoral opportunities
    - 2020, prioritizing state legislative races nested in competitive congressional and/or Senate races, in important presidential battlegrounds

Political Strategy: 2017

SISTER DISTRICT PROJECT

- **Blue Flips**:
  - Manka Dhingra flipped the WA Senate blue

- **Blue Holds**:
  - Stephanie Hansen held the DE Senate blue

- **Blue Inroads**:
  - 13 VA House of Delegates candidates made inroads

Political Strategy: 2018

SISTER DISTRICT
PROJECT

- **Blue Flips**:
  - Flipped the CO Senate and ME Senate

- **Blue Holds**:
  - Held and expanded control of the WA Senate and DE Senate

- **Blue Inroads**:
  - Staved off a Republican supermajority in the FL House
  - Broke GOP supermajorities in MI Senate and PA Senate
  - Made critical inroads in the MI House, PA House
  - Closed important gaps in AZ House, PA House, and NH House

Political Strategy: 2019

- **Blue Flips:**
  - Flipped the VA Senate blue
  - Flipped the VA House of Delegates blue

- **Blue Inroads:**
  - Pam Iovino brought the PA Senate within flip range for 2020
  - MS House candidate Shanda Yates contributed to a more diverse General Assembly in Mississippi than in decades
  - Candidates in MS and LA laid important groundwork for future Democratic success

Political Strategy: 2020

SISTER DISTRICT PROJECT
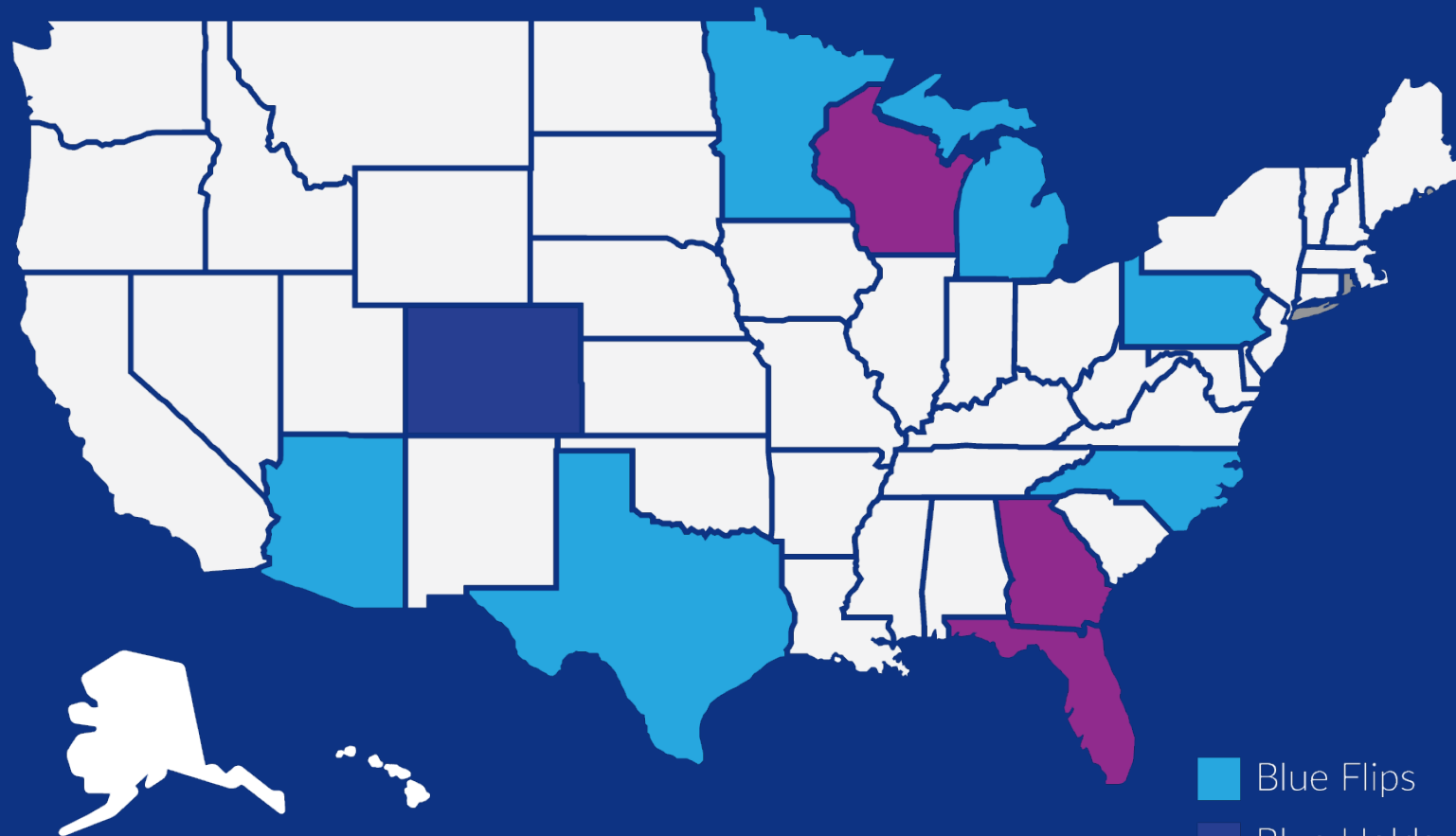
Blue Flips
Blue Holds
Blue Inroads

2020 STRATEGY

Same Strategy:

- Blue flips
- Blue holds
- Blue inroads

2020 STRATEGY

Prioritize:
- Urgency of redistricting
  - "Last Chance" races: last elections before redistricting in 2021, in states where state legislature draws maps

- Urgency of other key races + broader electoral opportunities
  - State legislative races nested in competitive congressional and/or Senate, in presidential swings

Minnesota: Blue Flip

State Senate Opportunity:

- The Minnesota Senate is our pick for the best Democratic chamber-flip opportunity of 2020

- Democrats are down just 2 seats in this chamber, which has not been up since 2016

- Deliver a Democratic trifecta

- 'Last chance' races: whoever is elected in 2020 draws next maps

Minnesota Fast Facts

- Current Control: Divided. Governor - D; Senate - R; House - D
- Gubernatorial Election: Not in 2020
- Length of State Senate Term: 4 years
- Candidate Filing Deadline: June 2, 2020 (DFL endorsement conventions held earlier)
- State Legislative Primary Date: August 11, 2020
- Redistricting: Congressional and state legislative lines drawn by state legislature; Governor has veto power over maps
- Electoral College Votes: 10

SISTER DISTRICT PROJECT

Broader 2020 Opportunities

- Critical battleground presidential state. Trump narrowly lost (44.9% to Clinton's 46.4%)

- Important Senate race (Democrats must protect Tina Smith's seat); competitive Congressional races (including MN-07 and MN-02)

- Working to support MN State Senate candidates will drive turnout up and down the ticket in this historic election year

Texas: Blue Flip

State Senate Opportunity:

- Democrats need 9 seats in the Texas House to gain majority. There are 150 seats in the chamber.

- Dems gained 12 seats in the House in 2018. Momentum is now on our side.

- 9 House seats held by a Republican, where Beto O'Rourke won in 2018

- Republican trifecta: winning this chamber will give Democrats seat at the table for redistricting

- 'Last chance' races: whoever is elected in 2020 will draw the next maps

SISTER DISTRICT PROJECT

Broader 2020 Opportunities

- Texas is 'bluing'. Romney carried Texas by 16 points in 2012, Trump's win was by 9 points. Demographic and partisan shifts have continued to swing in our favor

- 2018: Beto 3-pt Senate loss; Dems' 12-seat pickup in house

- Competitive Senate race (R-Cornyn); competitive Congressional races (including TX-22, TX-24, TX-10, TX-21 and TX-31).

- Working to support TX State House candidates will drive turnout up and down the ticket in this historic election year

SISTER DISTRICT PROJECT

North Carolina: Blue Flip

State Legislative Opportunities

- Democrats need to win 5 Senate seats and 6 House seats
- Momentum is on our side: in 2018, Democrats broke GOP supermajorities in both chambers
- Flipping a chamber would give Democrats a critical seat at the redistricting table
- Some NC districts have recently been redrawn; new maps are not a slam-dunk for Dems
- Dem Governor Roy Cooper up for re-election 2020. Competitive race, drive resources and get-out-the-vote efforts for down-ballot candidates
- These are 'last chance' races: whoever is elected in 2020 will draw the next maps

Broader 2020 Opportunities

- Battleground presidential state. Obama carried NC in 2008 before Romney won in '12 by 2 points, and Trump won it by just 3 points

- Very competitive Senate race (R-Tillis); competitive Congressional races (including NC-02, NC-06, and NC-09)

- Working to support NC state legislative candidates will drive turnout up and down the ticket in this historic election year

Pennsylvania: Blue Flip

State Legislative Opportunities

- Democrats need to win 4 Senate seats and 9 House seats
- Momentum on our side: in 2018, Dems broke GOP Senate supermajority, flipped 12 State House seats
- Flipping a chamber would give Democrats seat at the redistricting table
- Flipping a chamber especially important because PA Governor does not have veto power over state legislative maps. So while Democratic Governor Wolf will be in office during the next round of redistricting, still need Dem control of a chamber to have a say in the outcome
- 'Last chance' races: whoever is elected in 2020 will draw new maps

Pennsylvania Fast Facts

- Current Control: Divided. Governor - D; Senate - R; House - R
- Gubernatorial Election: Not up in 2020
- Length of State Senate Terms: 4 years
- Length of State House Terms: 2 years
- Candidate Filing Deadline: February 18, 2020
- State Legislative Primary Date: April 28, 2020
- Redistricting: State legislature controls Congressional redistricting, Political Commission controls state legislative redistricting; Governor has veto over Congressional maps but not state legislative maps
- Electoral College Votes: 20

SISTER DISTRICT PROJECT

Broader 2020 Opportunities

- Critical, perennial battleground presidential state. Before Trump won by 44,000 votes (less than 1%), Pennsylvanians voted for the Democratic Presidential nominee in every election since 1992

- One of the "Big Four" states likely to control 2020 outcome.

- Very competitive Congressional races (including PA-10, PA-08, and PA-01, PA-07, PA-17, and PA-16)

- Working to support PA state legislative candidates will drive turnout up and down the ticket in this historic election year

Michigan: Blue Flip

State House Opportunities

- Democrats need to win 4 seats

- Momentum on our side: in 2018, Dems broke GOP supermajority in Senate, gained 5 House seats, broke GOP trifecta by electing Dem Governor Gretchen Whitmer

- Flipping this chamber: give Governor Whitmer a partner in the legislature; GOP refuses to work with her to govern effectively

Michigan Fast Facts

- Current Control: Divided. Governor - D; Senate - R; House - R
- Gubernatorial Election: Not up in 2020
- Length of State House Terms: 2 years
- Candidate Filing Deadline: April 21, 2020
- State Legislative Primary Date: August 4, 2020
- Redistricting: Independent Redistricting Commission will draw the next set of maps; Governor cannot veto maps
- Electoral College Votes: 16

SISTER DISTRICT
PROJECT

Broader 2020 Opportunities

- Critical, perennial battleground presidential state. Obama carried MI in both 2008 and 2012 before Trump eked out a win by a quarter of one percentage point (10,000 votes). Before Trump, Michiganders had voted for the Democratic presidential nominee since 1992

- One of the "Big Four" states likely to control 2020 outcome

- Very competitive Senate race (D-Peters); several competitive Congressional races (including MI-08, MI-11, and MI-03)

- Working to support MI state legislative candidates will drive turnout up and down the ticket in this historic election year

Arizona: Blue Flip

State House Opportunities

- Democrats need to win 3 Senate seats and 2 House seats.

- Momentum is on our side: in 2018, Dems won federal Senate race and flipped 4 House seats, bringing the chamber to the closest partisan divide in decades.

- Flipping a chamber would break GOP trifecta, keep Republicans from passing regressive legislation, and provide an opening for Democrats to advance progressive legislative agenda.

SISTER DISTRICT PROJECT

Broader 2020 Opportunities

- Arizona is 'blueing'. Romney carried Arizona by 9 points in 2012; Trump's win was by just 3.5 points. Demographic and partisan shifts continued to swing in our favor

- Very competitive Senate race (R-McSally); several competitive Congressional races (including AZ-06, AZ-01 and AZ-02)

- Working to support AZ state legislative candidates will drive turnout up and down the ticket in this historic election year

SISTER DISTRICT PROJECT

Colorado: Blue Hold

State Senate Opportunities

- In 2018, our candidates Faith Winter and Tammy Story flipped the chamber and delivered a blue trifecta to Colorado

- GOP relentless to recall Dem State Senators and try to recapture power.

- So far, efforts unsuccessful. But their recall efforts give us a preview of the battle for the State Senate to come in 2020

- Watching chamber closely to ensure that Democrats do not lose control of the chamber and the trifecta in 2020

Broader 2020 Opportunities

SISTER DISTRICT
PROJECT

- Important presidential battleground state. Clinton carried the state by <5 points in '16

- Very competitive Senate race (R-Gardner)

- Working to support CO state legislative candidates drives turnout up and down the ticket in this historic election year.

Georgia: Blue Inroads

State Legislative Opportunities

- 2018: Despite rampant voter suppression and racial gerrymandering by Republicans, Dems flipped 11 seats in the House and 2 in the Senate
- Democrat Stacey Abrams within 1.5% of becoming first African-American woman to be elected as Governor
- 'Last chance' races: whoever is elected in 2020 will draw next maps

SISTER DISTRICT PROJECT

Broader 2020 Opportunities

- Becoming more purple. Romney carried GA by nearly 8 points in 2012, Trump's win was by 5 points. Demographic and partisan shifts have continued to swing in our favor

- Two competitive Senate races (R-Perdue, and R-Loeffler); competitive Congressional races (GA-06, GA-07)

- Working to support GA state legislative candidates will drive turnout up and down the ticket in this historic election year

Wisconsin: Blue Inroads

State Assembly (House) Opportunities

- In 2018, Dem candidates received 200,000 more votes than Republicans and won all statewide offices, but brink of superminority in the Assembly

- GOP has a supermajority in WI Senate; the House is super important: GOP just 3 seats away from gaining a supermajority in the House

- Fending off a Republican supermajority in the House will allow Democrats to retain a seat at the redistricting table. If we can keep the GOP from gaining a supermajority,

Wisconsin Fast Facts

- Current Control: Divided. Governor - D; Senate - R; House - R

- Gubernatorial Election: Not up in 2020

- Length of State Assembly Terms: 2 years

- Candidate Filing Deadline: June 1, 2020

- State Legislative Primary Date: August 11, 2020

- Redistricting: State legislature controls Congressional and state legislative redistricting; Governor has veto over maps

- Electoral College Votes: 10

SISTER DISTRICT PROJECT

Broader 2020 Opportunities

- Critical, perennial battleground presidential state. Before Trump won by 22,000 votes in 2016, Wisconsites voted for the Dem presidential nominee in each election since 1992

- One of the "Big Four" states likely to control 2020 outcome; WI may be the single state upon which the election will turn

- Two competitive Congressional races (WI-03 and WI-07)

- Working to support WI state legislative candidates will drive turnout up and down the ticket in this historic election year

Florida: Blue Inroads

State Legislative Opportunities

- 2018: Dem Andrew Gillum lost Gov's race by <.5%; Dems flipped 7 State Senate seats.

- GOP state legislators drew the state's Congressional and state legislative district lines in their favor in 2010. Following successful legal challenges, the Florida Senate district lines redrawn in 2015; House remains badly gerrymandered in favor of Republicans.

- Some great opportunities for Dems in both chambers, particularly after 2018's citizen-initiated ballot initiative: >1m formerly incarcerated people can register to vote

- 'Last chance' races: whoever is elected in 2020 will draw the next maps

SISTER DISTRICT PROJECT

Florida Fast Facts

- Current Control: Republican Trifecta (since 2011)
- Gubernatorial Election: Not up in 2020
- Length of State Senate Terms: 4 years
- Length of State House Terms: 2 years
- Candidate Filing Deadline: June 12, 2020
- State Legislative Primary Date: August 25, 2020
- Redistricting: State legislature controls Congressional redistricting, and the Governor has a veto over these maps; state legislature controls state legislative redistricting, subject to State Supreme Court approval, and Governor has no veto over these maps
- Electoral College Votes: 29

Broader 2020 Opportunities

SISTER DISTRICT PROJECT

- Critical, perennial battleground presidential state. Floridians voted for Obama in '08 and '12 before Trump won the state by about 1 point

- One of the "Big Four" states likely to control 2020 outcome.

- Several competitive Congressional races (including FL-26, FL-27, FL-15 and FL-16)

- Working to support FL state legislative candidates will drive turnout up and down the ticket in this historic election year

2020

- Exact number of seats and chambers depends upon:
  - Candidate recruitment
  - Internal resources
  - Volunteer capacity

SISTER DISTRICT PROJECT

2020

- We are already on the ground:
  - Local and national grassroots, electoral and advocacy organizations
  - Electeds and other stakeholders
  - Candidates

SISTER DISTRICT PROJECT

2020

- Endorsements:
  - Wave 1 - Early April
  - Wave 2 - Mid-June
  - Maybe a special election -- soon!

SISTER DISTRICT PROJECT

Introduction

SISTER DISTRICT
PROJECT

- My background and start into politics
  - Working on Capitol Hill
- First campaign experience
  - Volunteering
  - Being on Staff
  - Managing my first race
- Why I love working in politics
  - Putting people first
  - Being a part of something bigger than myself

The Start of a Political Race

SISTER DISTRICT PROJECT

- Understanding your district/voters

- Understanding the candidate

- Looking at past data

- Researching your opponent

- Setting a campaign plan and timeline

- Hiring staff and building a coalition of allies/partners

Campaign Must Do's

- Fundraising
- Building relations with press and state/local party
- Endorsements
- Shifting capacity
- Building organizational strength
  - Ex. Consultants

SISTER DISTRICT PROJECT

Fundraising

- Understanding how to fundraise
    - Ex. email program
- Importance of early money
- Building donor relations
- Call time
- "Money makes money"

Endorsements

- Why are endorsements important?
- Partner groups
  - Ex. Sister District
    - How important a role a group like yours plays
- Political/rally events
- Rolling out endorsements

SISTER DISTRICT
PROJECT

Field Program

- Building a strong field plan
- Voter targeting
- GOTV
- Shifting capacity is key!

SISTER DISTRICT PROJECT

Behind the Scenes

- Workplace environment

- Keeping the candidate sane!

- Spending money

  - What do we do with the money raised?

    - Specifically what do we use early money for?

- Understanding the daily grind

  - My daily schedule

Conclusion

- Looking back on the campaign
- What does the election mean to staff/volunteers/ partner groups?
- Candidate reflection
- My most important takeaway

Why state legislatures?

- State leaders become national leaders
- State policy becomes national policy
- States control redistricting
- State races are a great bang for your buck

SISTER DISTRICT PROJECT

Why Sister District?

- We are well-organized: efficient and effective, strategic.

- No matter what you have to give, we have a place for you.

- Lots of hands-on support from staff – no experience necessary!

SISTER DISTRICT
PROJECT

Personal connections with candidates, IRL and on Facetime

We are FUN!

But what about the White House???

Working on a state race doesn't mean you're NOT working on a presidential.
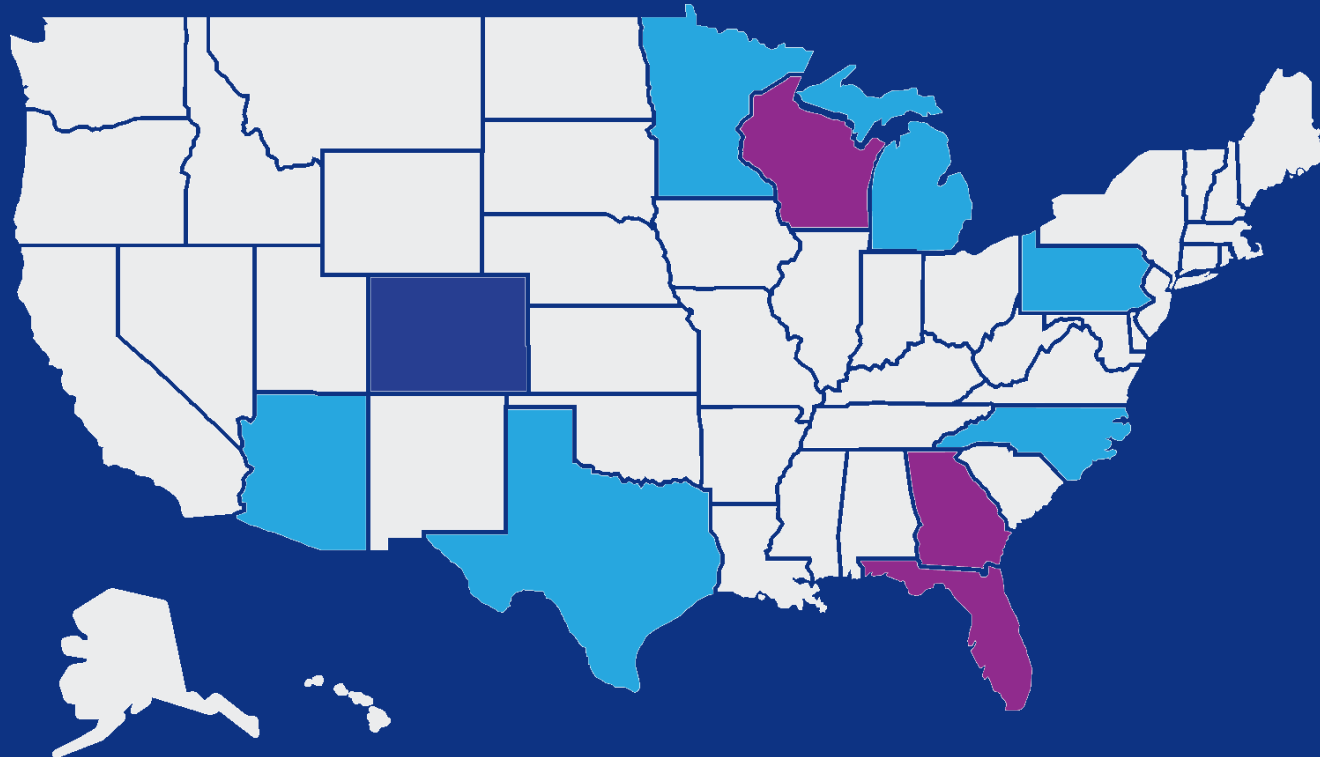
SISTER DISTRICT PROJECT

OVERVIEW

- SDAN Overview

- Research Basics

- Political Research

  - What we know about field tactics:

    - Phonebanking, textbanking, postcarding, canvassing

- Q&A

WHAT IS SDAN?

SDAN & SDP are sister organizations

	SDAN	SDP
Type of Organization	*501(c)(4)*	*PAC/527*
Main Work	*Research, civic engagement*	*Getting progressives elected to state legislature*
Partisan	Largely nonpartisan	Yes
Work with us	*Watch for our research calls in the HQL emails or join our data team!*	*You already do!*

WHO IS SDAN?

Gaby
JD, PhD
Director of Research

Mallory
PhD
Associate Director of Research

WHERE DOES OUR EXPERTISE COME FROM?

- SDAN staff
  - Gaby has expertise in healthcare law/public health
  - Mallory has expertise in social/consumer psychology
  - Combined 18 years of experience in experimental research
- Academia
  - We consult a variety of academic sources
    - Peer reviewed journal articles, books, direct discussions
  - Have taken courses on persuasion and political behavior
- Other political organizations
  - SDAN attends conferences and webinars by Analyst Institute, AFL-CIO, ROI
  - Stay informed about a variety of research

WHAT DID SDAN DO IN 2019?

Research Area	Number of studies conducted		Number of studies reported	
	2018	2019	2018	2019
Voter Registration	2	1	1	2
Voter Engagement	3	5	0	3
Volunteer Engagement	2	2	0	3
Broader Electoral Studies	0	1	0	0
Total	7	9	1	8
Growth over 2018	-	28.57%	-	700.00%

RESEARCH BASICS

RESEARCH BASICS

- Correlation vs Causation
  - Correlation - 2 things have some kind of relationship
    - Ice cream and crime
    - Pros: Can explore natural relationships without intervention
    - Cons: Can't establish that something is *caused* by something else
  - Causation - Something is *caused* by some other thing
    - Established by experimentation
    - Pros: Can establish that something *caused* something else
    - Cons: Not everything can be studied experimentally
- Experimental research
  - Must manipulate something (the independent variable)
  - Compares group not manipulated (control) to group(s) was/were (treatment)

RESEARCH BASICS

- Experiments
  - Ideally uses random assignment - everyone has same chance of being in any group
  - Introduces experimental control(s)
  - Compares the effect of intervening and not intervening
- Sample - A smaller subset of people from the group we are studying
- Validity
  - Internal - How well your study examined whatever you were trying to examine
  - External - How much your findings generalize to contexts outside of your experiment
- Research settings
  - Laboratory
  - Field
  - Natural
- Evidence vs proof
  - **Nothing is ever proven**
  - Studies provide evidence

COMMON TERMS

- <u>Universe</u>: Group of voters who have been identified as having some shared characteristic
- <u>Treatment</u>: Whatever intervention we did
- <u>Controls</u>: People in experiment who did not receive the treatment
- <u>Target</u>: Person included in experiment (either treatment or control)
- <u>Voter file</u>: National databases maintained by private companies that contain public voter records as well as purchased consumer records
- <u>GOTV</u>: Get Out the Vote; the period of time shortly before the election that focuses on mobilizing voters to go vote

RESEARCH RECAP

FIELD OVERVIEW

- Voter outreach tactics are more effective in "quieter" election contexts
    - Most effective in odd-years and special elections, more outreach needed in even years
- Tactics generally especially impactful closer to the election
- Turnout effects across tactics are in the range of 0.2-3.0%
- On average, academic studies find larger effects
    - This may be due to academics running studies in quieter elections, using more random samples, and/or a bias towards reporting positive results
- Volunteer field efforts often outperform paid field efforts (but not always; quality is key)

CANVASSING

Definition (most common): Visiting voters at their homes to talk to them about voting.

- Research:
  - Canvassing increased voter turnout in 44 out of 51 studies
  - Increases in turnout among canvassed voters in one study averaged 2.1%
  - Could increase voter registration rates by as much as 4.4%
  - Most effective volunteer tactic of the major 4 (canvassing, phonebanking, textbanking, handwritten postcarding/letter-writing)
  - Canvassing effects vary widely due to differences in election types, election competitiveness, canvass timing, canvass training and quality, contact rate, etc

CANVASSING TAKEAWAYS

Bottom Line: Canvassing is the most effective form of voter contact because of the opportunity for face-to-face communication

- Canvassing reliably increases turnout
- Canvass quality affects the outcome
- Canvassing can be a good voter registration tool
- Canvassing is the most effective volunteer tactic you can engage in

PHONEBANKING

Definition: Calling to talk to voters on the phone

- Research:
  - See small to modest boost in turnout
    - More effective than postcards and text messages by about 2x
    - Most effective remote volunteer activity
  - Phone calls that are unhurried, personal, and allow room for a genuine dialogue with the voter (3-5% boost in turnout) are more effective than hurrying volunteers (0.5% boost in turnout)
    - Robo calls are generally ineffective, demonstrating the need for personal connection
  - Warm contacts are better than cold

PHONEBANKING TAKEAWAYS

Bottom line: If canvassing is not an option, phonebanking is the next best thing

- Phonebanking is the best choice for remote volunteering
- Phonebanking helps to boost voter turnout
- Phonebank quality matters
- Recontacting committed voters close to election day to GOTV is more effective than cold-calling during that time

TEXTBANKING

Definition: Sending text messages to voters using a third party app like Hustle and ThruText

- Research:
  - Industry and academic estimates vary a lot (0.2-3.0%)
  - Voter registration targets that received text messages with a link to a registration form registered at a 0.3% higher rate
  - Text messages that provided voters' polling places were more effective (increase in turnout of 0.2% compared to controls) than plan-making texts that required a response (decrease of 0.1% compared to controls) in one study
  - Back and forth text messages tend to perform worse than single messages and are much more likely to produce opt-outs

TEXTBANKING TAKEAWAYS

Bottom line: The effectiveness of textbanking needs more research. There's evidence that text messaging has small effects on voter turnout and voter registration

- Text messages have a small effect on voter turnout
- Text messages have a small effect on voter registration
- Keep it informational
- "Warm" contacts are better than "cold"
- Requiring replies increases opt-out rate and decreases efficacy

POSTCARDING & LETTER-WRITING

Definition: Sending handwritten or partially handwritten postcards and letters to voters in the mail

- Research:
  - Generally find a small, positive boost from GOTV postcarding (~0.1-1.4%)
  - Vote Forward's partially handwritten letters have shown small positive boosts to special election turnout
  - SDAN ran two studies sending chaser postcards to people who had received voter registration forms in the mail (increase of 0.26% in second study)
  - SDAN found null results in our 2018 GOTV postcard experiment
    - But both samples were skewed, potentially attenuating results
    - Other studies have found significant effects

POSTCARDING & LETTER-WRITING TAKEAWAYS

Bottom line: The effectiveness of postcarding needs more research. There's evidence that postcarding has small effects on voter turnout and voter registration

- Postcarding generally has a small effect on voter turnout
- Letter writing has also had promising results with small effects on voter turnout; need to do a head-to-head comparison
- Postcarding appears to be effective "chasing" another contact
- Good targeting matters
- Content matters in direct mail, may apply to postcards

ONE-PAGERS

- Overview
    - Overall findings about field
    - Covers high level toplines of all 4 tactics

- Tactic specific
    - More detail about all 4 tactics
    - 4 different documents that can be accessed on the website:
        - Phonebanking
        - Textbanking
        - Postcarding
        - Canvassing

2020 PLANS

- Expanding into primary elections
  - Two primaries and postcard postmark

- Expanding tactics
  - GOTV texts + persuasion

- Head to head postcards vs. letters
  - Partially handwritten materials
  - Voter registration and/or voter mobilization

- Expanding into broader electoral analyses
  - Resource allocation
  - Legislator experiences

2020 PLANS

- Replicating / expanding previous research

  - Friendraising

  - Chaser postcards

  - GOTV postcards

- Further explore volunteer engagement

  - Volunteer survey

  - Thank you texts

JOIN THE DATA TEAM!

Help us conduct research, sign up here:

sisterdistrict.com/**research**

REFERENCES

1. Nickerson, D. W. (2007). Quality is job one: Professional and volunteer voter mobilization calls. *American Journal of Political Science*, *51*(2), 269-282. (https://sites.temple.edu/nickerson/files/2017/07/Quality.Nickerson.2007.pdf)
2. Nickerson, D. W. (2006). Volunteer phone calls can increase turnout: Evidence from eight field experiments. *American Politics Research*, *34*(3), 271-292. (https://sites.temple.edu/nickerson/files/2017/07/Nickerson.APR2005.pdf)
3. Nickerson, D. W., Friedrichs, R. D., & King, D. C. (2006). Partisan mobilization campaigns in the field: Results from a statewide turnout experiment in Michigan. *Political Research Quarterly*, *59*(1), 85-97. (https://iop.harvard.edu/sites/default/files_new/research-policy-papers/king_nickerson_2005.pdf)
4. Dale, A., & Strauss, A. (2009). Don't forget to vote: text message reminders as a mobilization tool. *American Journal of Political Science*, *53*(4), 787-804.
5. Green, D. P., & Gerber, A. S. (2015). *Get out the vote: How to increase voter turnout* (3rd ed.). Washington, DC: Brookings Institution Press
6. Green, D. P., Gerber, A. S., & Nickerson, D. W. (2003). Getting out the vote in local elections: Results from six door-to-door canvassing experiments. *The Journal of Politics*, *65*(4), 1083-1096. (https://sites.temple.edu/nickerson/files/2017/07/Green_Gerber_Nickerson.JOP_.2003.pdf)
7. Nickerson, D. W. (2015). Do voter registration drives increase participation? For whom and when? *The Journal of Politics*, *77*(1), 88-101. (https://sites.temple.edu/nickerson/files/2017/07/Nickerson_registration_JOP.2015.pdf)
8. https://drive.google.com/file/d/1wDO8oReryb8pSVLSY-mlOt2WxLui49AJ/view
9. https://medium.com/votedotorg/increasing-voter-turnout-with-texts-voteorg-e38bd454bd64
10. https://sisterdistrict.com/research/2018-gotv-postcarding-results
11. https://sisterdistrict.com/research/postcarding-experiment-results

What IS an Email Blast?

- Sent to a large portion of your list
- General interest
- NOT individual outreach

SISTER DISTRICT
PROJECT

What's the Purpose?

- Make announcements to your entire team
- Keep the least engaged people on your list informed
- Begin to activate those people ☝️

What Not to Do

- Do NOT use general email blasts to confirm RSVPs, follow-up on individual donation pledges, etc.

SISTER DISTRICT PROJECT

DECLINED

If you're looking for a specific action from a specific person,

it requires specific outreach.

The Good News

Email blasts can work well for aggregate actions...
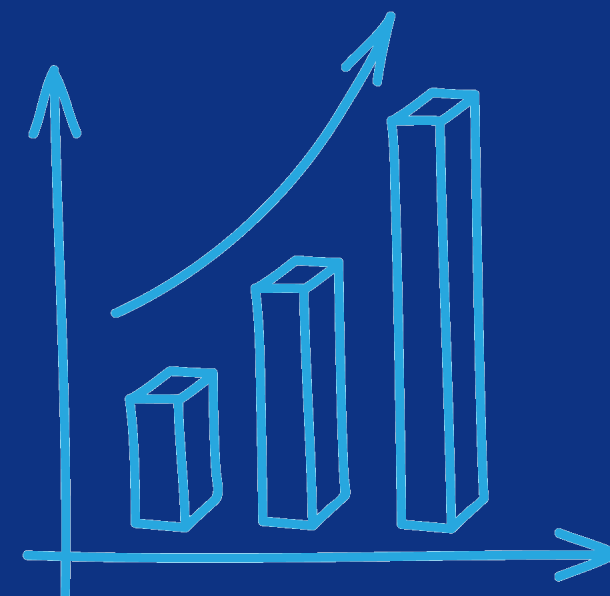
... Like digital fundraising!

Good Use of Email Blasts

- Candidate announcements

- Fundraising pushes

- First-round invitations

- Monthly newsletters

SISTER DISTRICT PROJECT

Engagement

SISTER DISTRICT PROJECT

- Emails from teams have <u>very high</u> engagement rates

- Never assume everyone has read an HQ email – send it again from your team account!

Good Use of Email Blasts

- Candidate announcements

- Fundraising pushes

- First-round invitations

- Monthly newsletters

SISTER DISTRICT PROJECT

Format

One email, one action

One Email, One Action

- RSVP / Sign Up

- Donate

SISTER DISTRICT
PROJECT

One Email, One Action

- Newsletters are good for information, but should still have one main action

SISTER DISTRICT PROJECT

Format Best Practices

- Use pictures with faces (selfies are great!)
- Personalize the greeting (merge tags)
- Most important info in the <u>first 3 lines</u>
- Keep it SHORT
- Make your <u>action item</u> the only style that stands out
- Make your ask <u>specific</u>
- <u>Sign it from a real person</u>
- The <u>bottom button</u> always does best

Dear Friend,

Rita here. I'm asking for your help because we need to get out the vote in Mississippi. Our candidates Aisha Sanders, Brandon Rue, and Shanda Yates are running incredibly tight races. In fact, Democrats are such a threat this year that Donald Trump and Mike Pence are personally going down to campaign for Republicans in deep red Mississippi this weekend.

To get our our incredible candidates over the finish line, I want to send our most experienced field staff – Head of Campaigns Brandon Turner – to help them on the ground.

But, we need to raise $1k specifically for Mississippi by Sunday to fund Brandon's trip.

This is our final fundraising request directly benefiting our 2019 candidates – we won't ask again. I hope we can count on you to chip $25 in right now.

He'll be working directly with all three campaigns from Sunday through Election Day – knocking on doors, making phone calls, and managing volunteers.

This email is going to a few hundred people, and if 40 folks step up, we'll hit our $1k target.

Please donate $25 right now to help get Brandon to Mississippi.

Thank you so much for your help in the final stretch,
Rita

Smiling faces

Dear *|FNAME|*,
First line: "Help us GOTV"

Concrete ask ($1k)

Action stands out clearly

The result of their action

Real person
ACTION BUTTON

Use Your Team Page!

- Use your team page on sisterdistrict.com for longer details and more information

- Use email blasts for ONE action

SISTER DISTRICT
PROJECT

Frequency

- Twice a month for blasts

- More for follow-up / individual outreach

- Use automation!

Questions about email?

What kind of media?

- City and local papers

- Local and neighborhood blogs

- Locally focused podcasts

- Local TV

- Ask your friends and family what local outlets they read. And Google is your friend!

Which reporters?

- Look for folks who have covered similar stories or post on social

- ASK what stories they're looking for

- Notice bylines!

What do I say?

- "I read your story on X. I'm a leader of a local grassroots group working on Y, and I wonder if you're interested in chatting so I can tell you more."

SISTER DISTRICT PROJECT

Pitch Ideas

- <u>Timely is always better</u>

- Events with candidates or other VIPs

- Quirky events with a fun theme

- "How the hometown crowd is participating in a national trend (aka resisting)"

So you get an interview...

Ground Rules

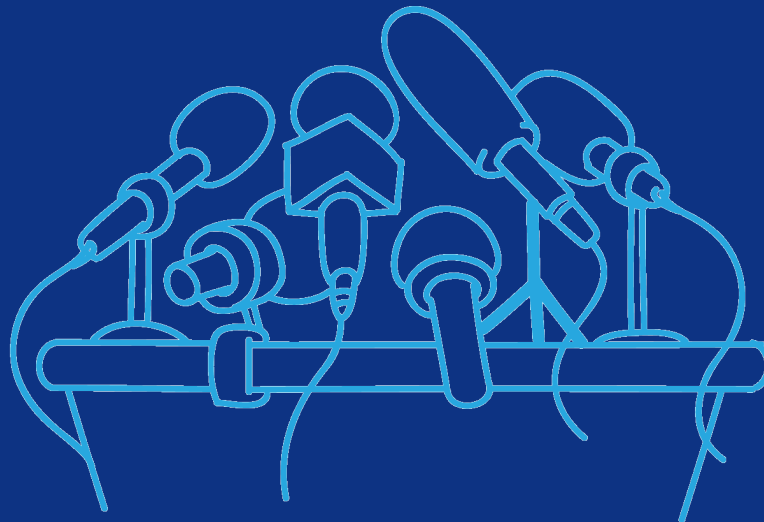Must be agreed upon BEFORE the interview.

3 types:
- On the record
- On background
- ~~Off the record~~

Before the Interview

- Write down 3-4 talking points
- We are here to help!

During the Interview

SISTER DISTRICT PROJECT

- Stay polite
- Stay positive
- Stay truthful
- It's not about YOU
- Ask them what they're interested in!

During the Interview

- NEVER offer information you are not 100% confident in

- You can ALWAYS get back to them later

After the Interview

- Send a thank-you!
- Follow up on promises

Questions about local media?

What do we mean by coalition?

Collaborative partnership between multiple groups with shared values and mission working in concert to help each other achieve shared goals.

What is an affiliate?

A volunteer group - independently organized or part of a larger organization - that signs on to use Sister District infrastructure to support our candidates

SISTER DISTRICT PROJECT

Sister District Puget Sound
Bridget Burns, HQL

Puget Sound Progressive Coalition
Sister District Puget Sound
Code Blue Washington (affiliate)
Wallingford Indivisible (affiliate)
North Seattle Progressives (affiliate)
Indivisible Eastside

PUGET SOUND SUMMER FUNDRAISER

Venue: private residence

Food/drink: donated wine, homemade desserts

Special Guests: WA state senator Claire Wilson, Rita Bosworth (skype), Josh Cole (skype)

Goals achieved:

- $8,000+ raised

- Catalytic project for coalition

- Engage/activate volunteers

- Recruit phonebank and fundraiser hosts/leaders

SD Puget Sound

Other 2019 Coalition Projects:

- Online fundraiser

- Phonebanking

- Postcarding

Plan for 2020?

Takeaways

SISTER DISTRICT PROJECT

BRAINSTORM

PROSPECTING

Beyond mission and values alignment, who/what makes a good coalition partner?

Ideas?

- #1 Diversity

- They hustle!

- You like each other

- Net + for your candidates

- Not restricted by non-partisan status

SISTER DISTRICT PROJECT

With many electoral-focused groups pulled in so many directions, what do we do?

1. Broaden our thinking around potential partners

Ideas?

2. Help other electoral-focused groups deploy their resources strategically to include states

   a. Messaging examples

   b. See: Recruitment Messaging Memo

Take 3 mins and jot down your personal next steps.

They might be:

- Prospect target ideas

- Starting or reviving conversations with potential or past collaborators

- Setting a time with Neal or Leif to discuss further

SISTER DISTRICT PROJECT

How to create an affiliate group:

SISTER DISTRICT PROJECT

1. Prospect
2. Make the ask
3. They fill out Affiliate Interest Form, Organizing Dept staff will take it from there

See the Winter Action Guide for the Affiliate FAQ, Interest Form link

Work with Org Dept staff on prospecting, messaging and all else

Next steps

- Go forth and build power, your candidates' future constituents will thank you :)

- Connect with Neal or Leif

- Refer to the Winter Action Guide

SISTER DISTRICT PROJECT