

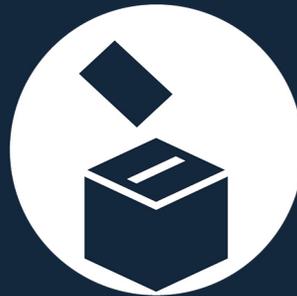
SETTING YOUR GOTV TARGETS



**1. TARGETING
MODELS**



**2. SUPPORT
MODELS**



**3. TURNOUT
MODELS**



**4. 2018
TARGETING
PARAMETERS**

TARGETING MODELS

Campaigns use targeting models during GOTV to identify which voters have a lower likelihood to turnout to vote, so that we can remind those voters to make it to the polls on Election Day. A good GOTV universe will take into account the following criteria:

1. **High-support voters:** identified by the campaign or through modeling
2. **Turnout impact:** how likely a voter is to be influenced by the campaign's voter contact efforts
3. **Contactability:** ability to reach a voter through various methods of contact (phone, text, or canvass)
4. **Capacity:** the campaign's ability to reach voters with available resources

This guide will outline some of the best practices around GOTV universe creation and targeting.

Before you get started, a note about VAN

If you are using VAN provided by the state caucus or party, you will find modeled scores for targeting in the Create a List feature under the category "Scores."

We recommend using the most recent Support and Turnout scores, which will be labeled "2018." You should use the scores that best correspond to your race. I.e., congressional campaigns should use DCCC support scores, gubernatorial races use DGA support scores, and state legislature races use DLCC support scores.

CHOOSING THE BEST SUPPORT MODEL FOR GOTV

The Democratic National Committee works with vendors each election cycle to conduct a massive poll. This poll forms the base for a model that scores individual voters' support for generic Democratic candidates up and down the ballot.

In targeted congressional races and top-of-the-ticket statewide elections, candidate-specific models may be created using a poll that is district or state specific. If one of these candidate-specific models is available for your race, this is the best tool to help you prioritize which voters you should talk to before Election Day.

WHAT IF I DON'T HAVE A SUPPORT MODEL?

If you don't have a score provided by a specific committee, we recommend using the DNC Democratic Support Model, if it is available.

If you don't have access to any modeled support scores, the next best tool for targeting would be any available polling that shows support broken down by age, gender, or race. If no polling is available, then you can use precinct-level past election results to prioritize precincts in terms of supportive, battleground, and non-supportive.

In addition to using modeled scores to ensure your campaign is talking to supportive voters, don't forget to include voters you identified as supporters during the persuasion period or voters who signed your petitions in the past.

CHOOSING THE BEST TURNOUT MODEL FOR GOTV

Turnout models for a given election use an individual's vote history as well as other demographic variables—such as age, gender, education—to assess someone's likelihood to cast their ballot.

When using a turnout score in VAN, make sure you are using the score for the correct election year. There may be 2016 presidential turnout scores available or primary scores available. Make sure you are using 2018 Midterm General Election scores.

If you are unsure which score to apply to your universe, contact your state's voter file manager.

WHAT IF I DON'T HAVE A TURNOUT MODEL?

If you don't have access to a turnout score, you can use vote history. During GOTV, we want to target voters who are supportive, but also voters who might not turn out unless they are reminded to vote by the campaign.

Using vote history in VAN, you should look for voters who have voted sporadically. The easiest way to do this is by looking at whether someone voted in the past four General Elections: 2016, 2014, 2012, and 2010. Voters who have voted two out of four of the last General Elections or three out of the four elections are good GOTV targets—as long as they are voters whom you also believe to be supportive.

GENERAL GOTV TARGETING RECOMMENDATIONS FOR THE 2018 MIDTERMS

OVERALL GOTV UNIVERSE

The following criteria is a good starting point for evaluating your potential GOTV Universe. Your final universe size will depend on your campaign's capacity to contact voters. If you have a lot of

organizing and volunteer capacity, you may broaden the parameters below. If you have limited capacity, you might narrow these criteria to create a smaller universe.

Overall GOTV Universe Parameters

Criteria	Score
Support score	70+
General Election Midterm Turnout Model	30 - 70 (use a smaller range if capacity is limited)
ID'd support for your campaign	
Once you've created that list, consider adding in newly registered voters (post-2016) who are:	
Under 30	
Minority	
Women	
Then remove :	
ID'd opponent support voters	
Voters attempted 4x unsuccessfully	
Canvassed during GOTV	
Early voted already	

Before you finalize your overall universe, consider your organizing capacity and ability to reach voters on the doors, phones, and texting. If your capacity is limited, you may need to reduce the size of your universe by adjusting the scores, or narrow list based on the geographic area you are targeting for in-person voter contact.

GOTV EARLY VOTE UNIVERSE

The following criteria are the same as your Overall GOTV universe and are narrowed to voter's whose vote history shows that they have voted early in person during past elections. We also recommend including GOTV targets who live near early vote locations.



Early Vote Universe Parameters

Criteria	Score
Support score	70+
General Election Midterm Turnout Model	30 - 70 (use a smaller range if capacity is limited)
ID'd support for your campaign	
Once you've created that list, consider adding in newly registered voters (post-2016) who are:	
Under 30	
Minority	
Women	
Then remove :	
ID'd opponent support voters	
Voters attempted 4x unsuccessfully	
Canvassed during GOTV	
Early voted already	
Narrow:	
To voters who have voted early in the past	
To voters who live close to an early vote location (less than 2 miles)	

GOTV BALLOT CHASE UNIVERSE

The following criteria are the same as your Overall GOTV universe and are narrowed to voter's have requested absentee ballots. This data will be obtained and updated regularly in VAN by state voter file manager throughout October in the lead up to election day.

Ballot Chase Universe Parameters

Criteria	Score
Support score	70+
General Election Midterm Turnout Model	30 - 70 (use a smaller range if capacity is limited)
ID'd support for your campaign	
Once you've created that list, consider adding in newly registered voters (post-2016) who are:	
Under 30	
Minority	
Women	
Then remove :	
ID'd opponent support voters	
Voters attempted 4x unsuccessfully	
Canvassed during GOTV	
Early voted already	
Narrow:	
To voters who have requested an absentee ballot	

CUSTOMIZING UNIVERSES FOR METHOD OF CONTACT

Before contacting voters in your universe, you want to make sure to prioritize voters who can be contacted by a given method of outreach.

- **Phones:** Narrow to phones
- **Canvass:** Narrow to walkable doors
- **Text:** Narrow to cell phones
- **General:** Remove voters who have been attempted more than 4 times consecutively, unsuccessfully