CREATING A PATHWAY TO VICTORY USING THE SNAPSHOT

WHAT IS A SNAPSHOT?

The Arena Snapshot spreadsheet is a dynamic tool designed to synthesize all available data related to a campaign. This information can include, but is not limited to the current number of registered voters, past and future turnout levels, partisan support breakdown, and previous election results in a given political geography.

	All Voters	% of all Voters			All Voters	% of all Voters
Total	426,669	-		Men	201,542	47%
African-American	21,453	5%		Women	224,601	53%
Asian	5,520	1%		age18to29	96,812	23%
Caucasian	228,211	53%		age30to49	139,068	33%
Hispanic	158,050	37%		age50to64	110,373	26%
Native American	128	0%		age65_plus	80,416	19%
Other	13,307	3%				

District	Registration 2014	Registration 2018	Avg Turnout Score 2018	Dem Support Score 2018
District 2	432,604	426,669	38%	52.24%

The Snapshot calculates what would happen if the election were held today and estimates how far you are from achieving 51% of the vote in a district. Some people refer to this as your "vote gap."

		Turnout	Support Votes	Votes left to 51%
Remains static based on original data	Current projection	161,465	79,962	-2,385
	Current projection (%)	37.8%	49.5%	-1.48%
Will be dynamic as the user makes changes to the spreadsheet	Projection with achieved goals	161,465	79,962	-2,385
	Projection with achieved goals (%)	37.8%	49.5%	-1.48%

In addition to understanding how many votes stand between you and victory, the Snapshot allows you to simulate the effects of a targeted, programmatic campaign on the electorate. In other words, a snapshot helps you determine which and how many voters you need to register, persuade, and turn out to get to your vote goal. The Snapshot tool will help you establish benchmarks and design interventions in three areas: voter persuasion, turnout, and voter registration.

The Snapshot can separate the data (registration, turnout, support) by either geography or voter constituency. In the example below, voters' registration, turnout, and support data in fictitious "District 2" is broken down by ethnic demographics. You can find projected turnout data from either

modeled data (via DNC, Targetsmart, Catalist) or past election turnout data from the Secretary of State. The support projection comes from either modeled support data or your most recent campaign polling data.

Demographics	Current Registration	Registration %	2014 Voters	2014 Turnout	2018 Turnout Score	Turnout Goal	2018 Est DEM Support	Support Goal
District 2								
African-American	21,453	5%	5,645	26%	36.7%		80.0%	
Asian	5,520	1%	952	17%	32.0%		61.4%	
Caucasian	228,211	53%	78,619	34%	45.3%		39.8%	
Hispanic	158,050	37%	24,533	15%	27.8%		65.8%	
Native American	128	0%	21	16%	35.2%		54.7%	
Other	13,307	3%	2,561	19%	33.5%		56.6%	

In the yellow cells, you can input information to override projections for a given geography or constituency. Wherever you decide to replace the projections, you are essentially saying that actions of the campaign will increase either turnout or support in the given district . The "2018 Turnout Score" column uses a green spectrum to designate turnout levels relative to the other voter groups in the district. Similarly, the "2018 Estimated Democratic Support" column demonstrates likely Dem support on a spectrum.

ESTIMATING YOUR CAMPAIGN'S IMPACT

The Snapshot is part science and a little art. Let's consider the stand out data points from a scientific point of view in the example below:

1. We see that the district has a substantial minority population that is predominately Hispanic (Registration %).
2. Hispanic voters have the lowest turnout, at 27.8%, but moderately high support, at 65.8%.
3. The highest estimated support is among African Americans at 80%, and their estimated turnout is relatively low, at 36.7%.
4. Caucasian voters are the majority of the district at 53%, but they have the lowest estimated support (39.8%) and highest turnout (45.3%).

Demographics	Current Registration	Registration %	2014 Voters	2014 Turnout	2018 Turnout Score	Turnout Goal	2018 Est DEM Support	Support Goal
District 2								
African-American	21,453	5%	5,645	26%	36.7%		80.0%	
Asian	5,520	1%	952	17%	32.0%		61.4%	
Caucasian	228,211	53%	78,619	34%	45.3%		39.8%	
Hispanic	158,050	37%	24,533	15%	27.8%		65.8%	
Native American	128	0%	21	16%	35.2%		54.7%	
Other	13,307	3%	2,561	19%	33.5%		56.6%	

Based on the data, we can see that this campaign has an opportunity to increase turnout among African Americans and Hispanic voters, who make up the two most supportive voter constituencies. Increasing participation with these two groups should be the cornerstone of this campaign's turnout program. Looking at the support data, we can see that, while Hispanic voters are very supportive (65.8%), they are not nearly as supportive as African Americans. Increasing support amongst Hispanic voters will boost the effectiveness of the turnout program. Lastly, Caucasian voters have the highest projected turnout but lowest projected support; a small effort aimed explicitly at persuading high-turnout Caucasian voters can help the campaign make headway with the district's largest constituency.

Now comes a little bit of *the art*. In the yellow cells labeled "Turnout Goal," you should increase the turnout among the groups that you want your turnout program to focus on. Start with incremental increases in percentage. Depending on the number of registered voters in a group, a small bump can go a long way. Next, in the "Support Goal" column, increase the percentages of the groups that will be the focus of your persuasion efforts. In the example below, you can see what these changes look like in the tool.

Demographics	Current Registration	Registration %	2014 Voters	2014 Turnout	2018 Turnout Score	Turnout Goal	2018 Est DEM Support	Support Goal
District 2								
African-American	21,453	5%	5,645	26%	36.7%	39.0%	80.0%	
Asian	5,520	1%	952	17%	32.0%		61.4%	
Caucasian	228,211	53%	78,619	34%	45.3%		39.8%	40%
Hispanic	158,050	37%	24,533	15%	27.8%	31.7%	65.8%	68.0%
Native American	128	0%	21	16%	35.2%		54.7%	
Other	13,307	3%	2,561	19%	33.5%		56.6%	

Remember, the Snapshot is a dynamic tool, so you can see the impact of your changes in real time.

		Turnout	Support Votes	Votes left to 51%
Remains static based on original data	Current projection	161,465	79,962	-2,385
	Current projection (%)	37.8%	49.5%	-1.48%
Changed based on the numbers inputted into the yellow cells	*Projection with achieved goals*	168,069	85,729	14
	Projection with achieved goals (%)	39.4%	51.0%	0.01%
	Projection will change as you adjust yellow cells below			*Campaign Win*

Based on the changes made in our example, the Snapshot estimates that turnout will be 39% and support will now be 51% in the district. The impact of the campaign's efforts make up a gap of 2,385 votes and then some. Once you reach 51%, the conditional formatting will change to green.

USING THE SNAPSHOT TO SET ORGANIZING GOALS

As you make the adjustments to turnout and support for specific voter constituencies, the Snapshot is calculating what those changes mean for the number of voters your campaign will need to engage via the various forms of voter contact (canvassing, phone banking, texting, etc.).

	Turnout		**Persuasion**
Voter Targets	6,604	*Voter Targets*	1,218
Conversations needed	94,342	*Conversations needed*	30,444

Based on research done on previous campaigns, the Snapshot estimates the number of required conversations via direct voter contact.[1] Using the numbers for "Conversations Needed" under Turnout and Persuasion columns, you can guide goal-setting and universe creation for your voter contact program.

Going back to our example, if you are building an organizing program focusing on increasing turnout among Hispanic and African American voters, you now know you need to have approximately 94,342 conversations to impact turnout by 6,604 votes. For a persuasion program, you would need to have 30,444 conversations to sway 1,218 votes.

Note:
The Snapshot looks at the campaign holistically, so if the number of conversations needed feels daunting, know that your organizing program is one piece of a much larger effort—which includes paid media, earned media, direct mail, and digital that is using the same principles from the Snapshot for engaging voters. Remember, different types of outreach and the timing of the outreach have different levels of impact on voters.

Based on your budget—how many organizers you can hire, number of paid canvassers—you can determine what percentage of conversations your campaign can realistically have with voters. Use the conversations number to determine how large of a universe you would like to target. If the campaign is planning to talk to voters multiple times between now and election, you can shrink the size of your universe knowing you will speak to people again later in the campaign.

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[1] Research suggests that convincing a voter to turnout and vote is easier than persuading voter to vote for a given candidate. This is reflected in the calculations for the number of conversations needed. Also, the majority of research that has been done on the effect of voter contact has been done on Statewide and Presidential level campaigns, and the impacts might be greater for smaller down-ballot races. (Brockman, David. "What Election Campaigns Need to Learn to Persuade Voters about Candidates and Ballot Measures." *Scholars Strategy Network* Sept. 11, 2017. https://scholars.org/brief/what-election-campaigns-need-learn-persuade-voters-about-candidates-and-ballot-measures

Passes	Conversation Needed	Estimated Universe
1	94,342	94,342
2	94,342	47,171
3	94,342	31,447

Use the results of the Snapshot to guide the size and makeup of the voter contact universe. Once you determine the number of conversations needed, set goals based on these numbers and a timeline to hit these goals. Remember to account for contact rates.