



Get Out The Vote (GOTV) (Revision date 1-13-2013)

Most G.O.T.V. efforts are very expensive, require large volunteer bases, are hard to manage, hard to control and do not work well for small groups.

“How toTea Party” has developed a scalable “Cafeteria” approach to a G.O.T.V program.

- Identify “WHO” you choose to contact a select group.
- Identify “HOW” you choose to contact a select group.
- Identify “WHEN” you choose to contact a select group.
- Customize your G.O.T.V. program in 3 easy steps

Identify your voter base:

- Single Community or Group of Communities?
- Republicans, Democrats, Independents, Libertarians, Decline to state, or ??????
- Do you want to work by precinct, or ??????
- Do you want to contact Absentee voters?

This is the most critical step in designing your program. This is where you will consider ordering your database from the company you have chosen to work with.

Data base will provide basis for future decisions on how to use your available resources

The cost is based on number of voters you requested.

For example

- Community 38,000 using criteria of REP, DTS, IND, LIB with voter propensity of 3,5 and 8, absentee voter flags and most recent telephone number screening would cost \$350.00+/-.
- There are some economies of scale, not linear, so combining smaller communities to increase size may be cost effective.
- This is a pure pay-as-you-go proposal.



Using your list, you then get to:

- Decide WHO and HOW you want to contact voters:
 - Propensity 5 voters only or 3,5 and 8 or?
 - Door hangers or flyers or mailers or?
 - Telephone bank or individuals calling from home or?
 - By Precinct, geography, town, or?
- It is your tool and you can apply many strategies depending on your available resources.
 - Volunteers, telephones, cash for mailing, printing resources, etc.

Develop your plan and execute it!

You have completed the who and how of your program; now it is time to translate that into the what and when.

- What do you want to do?
 - Telephone, mailings, working the polls on election day, etc. to have maximum impact on those likely to vote.
- When do you launch your plan?
 - Volunteer base availability and additional resources will help guide your efforts.

“How to Tea Party” believes this program provides a process that can be used by any group large or small.

- It allows the user to target a defined voter base.
- It accesses the latest available registered voter data.
- It can result in providing a maximum benefit, consistent with the available resources, for the least cost.