

Get out the Vote!

Overview: The GOTV Task Force seeks to increase the impact of young professionals in the upcoming election by focusing our mobilization efforts on sporadic voters in our age demographic. Through phone contact, text messaging and (in some cases) door-to-door canvassing we will build excitement with this voting population and give them a reason to come out and vote on Election Day.

Objectives:

Contact Goals:

- 36,000 phone calls (roughly 12,000 targeted voters x3 calls) from Sept-Feb
- 24,000 text messages (12,000 voters x2 texts) from Jan-Feb
- Possibly canvass school campuses from Jan-Feb

Volunteer Goals:

- 25 calls/volunteer hour; 2 hour shifts = 50 calls/shift
- 720 volunteer shifts needed to make 36,000 phone calls

Calendar of Events:

1st Round of Contacts: September – December 2009

- 16 shifts/week (for 15 weeks) = 240 shifts
- 1 phone bank location
- 1 event per week (every Tuesday)
- 16 vol shifts at each event

2nd Round of Contacts: January 2010

- 60 shifts/week (for 4 weeks) = 240 shifts
- 2 phone bank locations (30 shifts/week/location)
- 2 events per week at each location
- 15 vol shifts at each event

3rd Round of Contacts: February 2010

- 60 shifts/day (for 4 days) = 240 shifts
- 3 phone bank locations (20 shifts/day/location)
- 1 event per day at each location
- 20 vol shifts at each event

Target Constituency: We will be targeting newly registered voters (Registered in Orleans Parish in 2008), ages 18-35 (10,217 total; 6,772 are minorities)

Timeframe:

1st Round of Contacts: September – December 2009

- 16 shifts/week (for 15 weeks) = 240 shifts
- 1 phone bank location
- 1 event per week (every Tuesday)

- 16 vol shifts at each event
- 2nd Round of Contacts: January 2010
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Capacity: Co-chairs of GOTV Task Force include Minh Nguyen, Jonah Evans and Westley Bayas. From September until February we will need to fill a total of 720 volunteer shifts.

Partnerships/Volunteers: VAYLA and Organizing For America will help provide the technical capabilities and call targets for the call lists. We would love to partner with other organizations that are interested in providing volunteers for this direct outreach

Next Steps

Minh: Secure phone bank location

Wes: Find out when 2008 presidential data goes in to VAN

Jonah: Create document for contact info capture to be used at all EngageNOLA events

Minh: Secure Frontline SMS software

Steering Committee:

- Work to identify messaging and events to promote by August 24th
- Help recruiting volunteers from 400 survey respondents
- SC members sign up for 1 shift for Round 1
- Donation from Naked Pizza for phone bank events