

REACHING OUT TO DEMOCRATS WHO DIDN'T VOTE IN 2018

GOAL: TO SIGNIFICANTLY INCREASE DEMOCRATIC TURNOUT IN ALL 2020 ELECTIONS. (30,000 Dems in Sarasota County did not vote in 2018)

STRATEGY: Precinct Captains & Teams will attempt to contact their 2018 non-voting Dems and talk with them to understand their issues. Based on what Voters tell us, PCs will offer targeted support to motivate & help them vote in 2020. We will correct our data re. Voters who no longer reside in the precinct or have info changes.

PHASE I: May 2019

1. HQ is mailing survey postcards to non-voting Dems in select precincts, with the help of *Swing Left, Boston*. (SL paid postage and addressed several 1,000 cards.)

Precincts with postcards mailed from HQ: 105, 117, 119, 123, 125, 127, 129, 131, 301, 305, 435, 511, 513, 515, 517, 519, 521 See next page for the survey questions

2. May through 2019: Attempt to contact every Dem in your precinct who didn't vote in 2018. Request non-voting Dem lists from your assigned Data Team Rep

(Pam Newberry: Areas 1, 2, 3 or Emily Rizzo, Areas 4, 5, North Port)

3. **If you want to use them**, double postcards are available at HQ. The Survey asks 1. What Voters think about various issues related to voting, and 2. What can we do to help them vote in 2020? Postcards can be delivered in person at their doors, or mailed. The survey postcard can be ripped off to mail back; there is also a link to take the survey on our website. The Survey is a conversation opener. We know that not many will mail them back or go online. *Decide if you want to use the postcards.*

Precinct Captains who want to mail postcards will have to raise funds to pay for postage. Idea: "Postcard Party" attendees bring a

donation (maybe \$10/per person depending on volume) or stamps--this is a tried and true model. If first class stamps are used, **undeliverable cards will be returned and we can make database corrections.**

If using postcards--PCs can organize volunteers to prepare mailings:

- Hand address (more personal) **OR affix** address labels with recipient name and address that will be provided by HQ upon request
- Affix return addresses on the mail-back Survey part of the card--so we know who mailed surveys back (provided by HQ upon request)
- Affix sealer tabs to hold the cards together (provided by HQ upon request)

4. MOST IMPORTANT: Connect with, and have a conversation with, your precinct's non-voting Dems

Remember: We all know that personal, face-to-face contact is best. Try to engage people in a friendly way, neighbor-to-neighbor. We want to know what voters are thinking and how we can help every Democrat vote in 2020. In the process of contacting your voters, you might use Postcards, Phone calls, Door-to-door Canvass, Texts, Letters: Connect with people! Talk with them!

These are the Postcard Survey Questions—They check off what applies

Are you registered to vote in Sarasota County?

What would make it likely that you will vote in 2020—

Give me more information about candidates and issues— how they affect me

Help me feel like my vote counts

Tell me where to vote on Election Day and Early Voting

Tell me more about Vote By Mail and how to get signed up

Help me get picture ID or update my signature

Other Factors that would make me more likely to vote in 2020: _____

- Canvass training and additional scripts will be arranged if you need them by the SCDP (Contact your Area Leader)—Or write your own script for your precinct non-voting Dems. Model your conversation on the Survey Q's
- You can request a virtual phonebank to be set up, and/or canvass lists, from your Data Rep. Talk to your Area Leader if support is needed.
- Contact all non-voting Dems and persist in contact attempts. Try to meet face to face
- PCs will keep records of returned postcards and verbal responses from voters.
- SCDP data volunteers will manage changes in addresses and other data in VAN

Where there are no PCs, or in minimally covered Precincts, Area Leaders will organize outreach to non-voting Dems

PHASE II: Further Follow-up

Attempt another face to face contact prior to Primary Election
3/17/20

Repeat in September/October, 2020