



Voter Outreach Training

Saturday, October 21, 2017

Yale Center Beijing

Why am I a Democrat?





Why are you a Democrat?



We are Democrats Abroad.

- Democrats Abroad is the state Democratic party for overseas Americans
- Our primary focus is to get out the vote and advocate for overseas American issues.
- We represent the 6.7 million eligible voters overseas (out of 9 million total). That's a bigger voting bloc than all but 12 US states.
- We have members in over 190 countries around the world, and 42 country committees.
- **Democrats Abroad China** elected our first leadership board on May 6, 2017.

What did Democrats Abroad do in 2016?

150,000

Voters used
votefromabroad.
org to request
their ballots

120,000

Phone bank calls
made to
Americans
abroad to assist
in ballot requests

2,500,000

Voters reached
by Facebook ads

30,000

Voters reached
by our 24/7
online voter help
desk

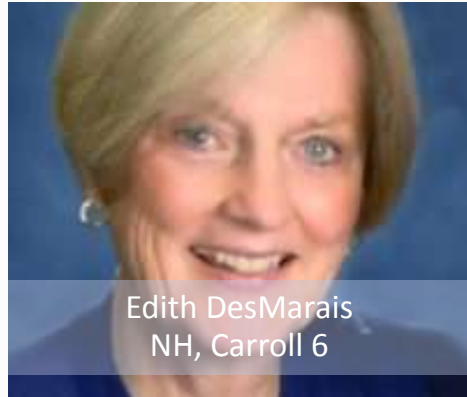
3,000

Voters engaged
in five Global
Town Halls with
candidates



What have Democrats done since Nov 2016? Flipped **20 Districts from Red to Blue.**

In 2017:



Margins of Victory

811-755

56 votes



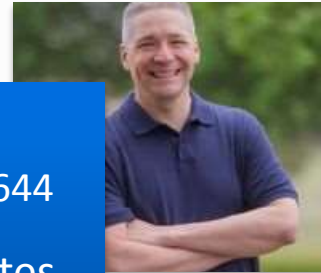
5324-3181

2141 votes



1975-1644

331 votes



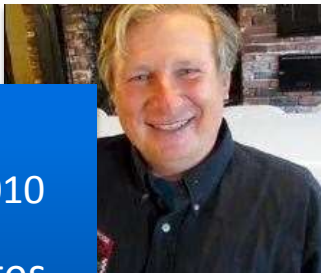
1073-977

96 votes



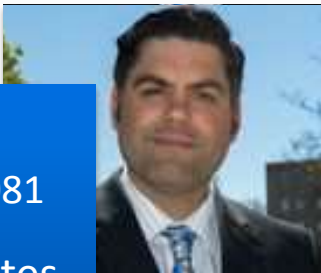
1268-1010

258 votes



3179-2081

1098 votes



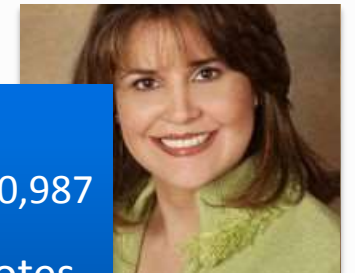
901-862

39 votes



22,656-20,987

1669 votes



2017 Seats Flipped

Pending

MAY 23

NH
State
House

NY
State
Assembly

JUL. 11

OK
State
Senate

OK
State
House

SEP. 12

NH
State
House

OK
State
House

SEP. 26

NH
State
House

FL
State
Senate

NOV. 7

NJ State H

NJ State S

NJ Gov.

VA State H

DEC. 12

Alabama
US
Senate



Goals for Today

1. How Americans vote from abroad
2. Your role as a Democrats Abroad volunteer
3. Voter outreach tactics (GOTV phone bank)
4. Specific GOTV projects

1. How Americans vote from abroad

Voter Registration and Absentee Ballot Request
Federal Post Card Application (FPCA)

This form is for absent Uniformed Service members, their families, and citizens residing outside the United States. It is used to register to vote, request an absentee ballot, and update your contact information. See your State's instructions at FVAP.gov.

Print clearly in blue or black ink.

1. Who are you? Check one.

I am an active duty in the Uniformed Services or Merchant Marine -OR- I am an eligible spouse or dependent.
 I am an activated National Guard member on State orders.
 I am a U.S. citizen living outside the country, and I intend to return.
 I am a U.S. citizen living outside the country, and my return is uncertain.
 I am a U.S. citizen living outside the country, and I have never lived in the United States.

Last name: _____ Suffix (Sr., II) _____ Sex: Female Male
 First name: _____ Previous names (if applicable) _____
 Middle name: _____ Birth date (MM/DD/YYYY) _____ / /
 Social Security Number: _____ Driver's license or State ID # _____

2. What is your address in the U.S. State or territory where you are registering to vote and requesting an absentee ballot?
Your voting materials will not be sent to this address. See instructions on other side of form.

Street address: _____ Apt # _____
 City, town, village: _____ State: _____
 County: _____ ZIP: _____

3. Where are you now? You must give your CURRENT address to receive your voting materials.
Your mailing address. (Different from above) _____ Your mail forwarding address. (If applicable) _____

4. What is your contact information? This is an election official can reach you about your request.
Provide the country code and area code with your phone and fax number. Do not use a Defense Switched Network (DSN) number.

Email: _____ Phone: _____
 Alternate email: _____ Fax: _____

5. What is your voting preference? Select One.

How do you want to receive voting materials from your election office? Mail Email or online Fax
 What is your political party for primary elections? _____

6. What additional information must you provide?
The following need more information: Alaska, Arizona, Florida, Hawaii, and Virginia. (2) Proof of residency, employer, etc.)
 You may also use this space to clarify your voter information. See the Voting Assistance Guide at FVAP.gov.

7. You must read and sign this statement.

I swear or affirm, under penalty of perjury, that:
 * The information on this form is true, accurate, and complete to the best of my knowledge. I understand that a material misstatement of fact in completion of this document may constitute grounds for conviction of perjury.
 * I am a U.S. citizen, at least 18 years of age (or will be by the day of the election), eligible to vote in the requested jurisdiction, and
 * I am not disqualified to vote due to having been convicted of a felony or other disqualifying offense, nor have I been adjudicated mentally incompetent or, if so, my voting rights have been reinstated; and
 * I am not registering, requesting a ballot, or voting in any other jurisdiction in the United States, except the jurisdiction cited in this voting form.
 * In voting, I was not misled and asked this ballot in private and have not allowed any person to observe the marking of this ballot, except those authorized to assist voters under State and Federal law.

Sign here X _____ Today's date (mm/dd/yyyy) _____ / /

Voter Information
Federal Write-In Absentee Ballot (FWAB)

Have you already registered and requested an absentee ballot? Yes No
 Some States allow you to use this form to register and request ballots for future elections. Visit FVAP.gov for more details.

Print clearly in blue or black ink.

1. Who are you? Check one.

I am an active duty in the Uniformed Services or Merchant Marine -OR- I am an eligible spouse or dependent.
 I am an activated National Guard member on State orders.
 I am a U.S. citizen living outside the country, and I intend to return.
 I am a U.S. citizen living outside the country, and my return is uncertain.
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Last name: _____ Suffix (Sr., II) _____ Sex: Female Male
 First name: _____ Previous names (if applicable) _____
 Middle name: _____ Birth date (MM/DD/YYYY) _____ / /
 Social Security Number: _____ Driver's license or State ID # _____

2. What is your U.S. voting residence address?
Your voting materials will not be sent to this address. See instructions on other side of form.

Street address: _____ Apt # _____
 City, town, village: _____ State: _____
 County: _____ ZIP: _____

3. Where are you now? You must give your CURRENT contact information.
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Provide the country code and area code with your phone and fax number. Do not use a Defense Switched Network (DSN) number.

Email: _____ Phone: _____
 Alternate email: _____ Fax: _____

5. What is your voting preference for future elections?

Do you want to register and request a ballot for all elections you are eligible to vote in? Yes No
 How do you want to receive voting materials from your election office? Mail Email or online Fax
 What is your political party for primary elections? _____

6. What additional information must you provide?
The following need more information: Alabama, Alaska, Arizona, Florida, Hawaii, and Wisconsin. (2) Witness signatures, etc.)
 You may also use this space to clarify your voter information. See the Voting Assistance Guide online at FVAP.gov.

7. You must read and sign this statement.

I swear or affirm, under penalty of perjury, that:
 * The information on this form is true, accurate, and complete to the best of my knowledge. I understand that a material misstatement of fact in completion of this document may constitute grounds for conviction of perjury.
 * I am a U.S. citizen, at least 18 years of age (or will be by the day of the election), eligible to vote in the requested jurisdiction, and
 * I am not disqualified to vote due to having been convicted of a felony or other disqualifying offense, nor have I been adjudicated mentally incompetent; and
 * I am not registering, requesting a ballot, or voting in any other jurisdiction in the United States, except the jurisdiction cited in this voting form.
 * In voting, I was not misled and asked this ballot in private and have not allowed any person to observe the marking of this ballot, except those authorized to assist voters under State and Federal law.

Sign here X _____ Today's date (mm/dd/yyyy) _____ / /

Federal Voting Assistance Program

- Federal Post Card Application (FPCA)
- Federal Write-In Absentee Ballot (FWAB)

Milestones

1960

- Concerned Democrats in London and Paris
- JFK elected

1964

- Democrats Abroad born
- LBJ elected

1976

- Absentee vote for overseas Americans

1986

- Federal Voting Assistance Program



DEMOCRATS
ABROAD
CHINA

Vote from Abroad.org

Absentee ballots for US citizens

What
state do I
vote in?

✓ Register to Vote

✓ Request Ballot

✓ Return Ballot

How do I
know my
vote was
counted?



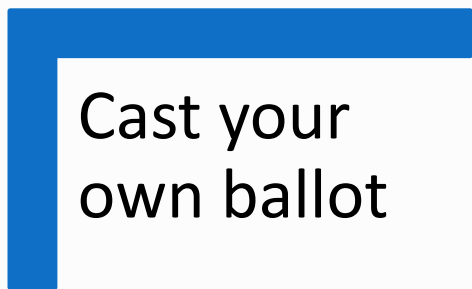
ALL Voters Must Sign Up in 2018

- You, me and her... yes, all of us will need to go to VoteFromAbroad.org to send in our form to request a ballot in 2018!
- This must be done every calendar year, regardless of your voter registration status.
- Voter registration events will start January 2018 for all overseas voters.
- Even if you are a registered voter and get a regular in-state Absentee Ballot from your state, be sure to send in your FPCA to let your Local Election Official know you are an overseas voter.

2. Your role as a Democrats Abroad volunteer



Stay
informed



Cast your
own ballot



Actively
share and
discuss
information



Volunteer to
Register
Voters



Volunteer to
GOTV



Volunteer to Register Voters (Non-Partisan)

- Assist all Americans with form to Register and Request Absentee Ballot
- Assist all Americans with form to submit a Write-In Absentee Ballot

Vote from Abroad.org
Absentee ballots for Americans

Voter Registration and Absentee Ballot Request
Federal Post Card Application (FPCA)

1. Who are you? Pick one.

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 I am a U.S. citizen living outside the country, and I have never lived in the United States.

Last name: _____ Sex: Male Female
First name: _____ Previous names (if applicable): _____
Middle name: _____ Birth date (MM/DD/YYYY): ____/____/____
Social Security Number: _____ Driver's license or State ID #: _____

2. What is your address in the U.S. State or territory where you are registering to vote and requesting an absentee ballot?
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Street address: _____ Apt. #: _____
City, town, village: _____ State: _____
Country: _____ ZIP: _____

3. Where are you now? You must give your CURRENT contact information.
Your mailing address. (Different from above) Your mail forwarding address. (If applicable)

Street address: _____ Apt. #: _____
City, town, village: _____ State: _____
Country: _____ ZIP: _____

4. What is your contact information? This is so election officials can reach you about your request.
Provide the country code and area code with your phone and fax number. Do not use a Defense Switched Network (DSN) number.
Email: _____ Phone: _____
Alternate email: _____ Fax: _____

5. What is your voting preference for future elections?
Do you want to register and receive voting materials for you are eligible to vote? Yes No How do you want to receive voting materials from your election office? Mail In person Email or online Fax
What is your political party for primary elections? _____

6. What additional information must you provide?
The following need more information: Alaska, Arizona, Puerto Rico, Vermont, and Virginia. (CA, PA, of residency, employer, etc.) You may also use this space to clarify your voter information. See the Voting Assistance Guide at FVAP.gov.

7. You must read and sign this statement.
I swear or affirm, under penalty of perjury, that:
• The information on this form is true, accurate, and complete to the best of my knowledge. I understand that a material misstatement of fact in completion of this document may constitute grounds for conviction of perjury.
• I am a U.S. citizen, at least 18 years of age or will be by the day of the election, eligible to vote in the required jurisdiction, and
• I am not disqualified to vote due to having been convicted of a felony or other disqualifying offense, nor have I been adjudicated mentally incompetent; and if my voting rights have been reinstated, and
• I am not registering, requesting a ballot, or voting in any other jurisdiction in the United States, except the jurisdiction cited in this voting form.

Sign here X _____ Today's date (MM/DD/YYYY) ____/____/____

Voter Information
Federal Write-In Absentee Ballot (FWAB)

1. Who are you? Pick one.

I am on active duty in the Uniformed Services or Merchant Marine -OR- I am an eligible spouse or dependent.
 I am an activated National Guard member on State orders.
 I am a U.S. citizen living outside the country, and I intend to return.
 I am a U.S. citizen living outside the country, and my return is uncertain.
 I am a U.S. citizen living outside the country, and I have never lived in the United States.

Last name: _____ Sex: Male Female
First name: _____ Previous names (if applicable): _____
Middle name: _____ Birth date (MM/DD/YYYY): ____/____/____
Social Security Number: _____ Driver's license or State ID #: _____

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• I am a U.S. citizen, at least 18 years of age or will be by the day of the election, eligible to vote in the required jurisdiction, and
• I am not disqualified to vote due to having been convicted of a felony or other disqualifying offense, nor have I been adjudicated mentally incompetent; and if my voting rights have been reinstated, and
• I am not registering, requesting a ballot, or voting in any other jurisdiction in the United States, except the jurisdiction cited in this voting form.
• In voting, I have marked and sealed the ballot in private and have not allowed any person to observe the marking of this ballot, except those authorized to make voters under State and Federal law.

Sign here X _____ Today's date (MM/DD/YYYY) ____/____/____

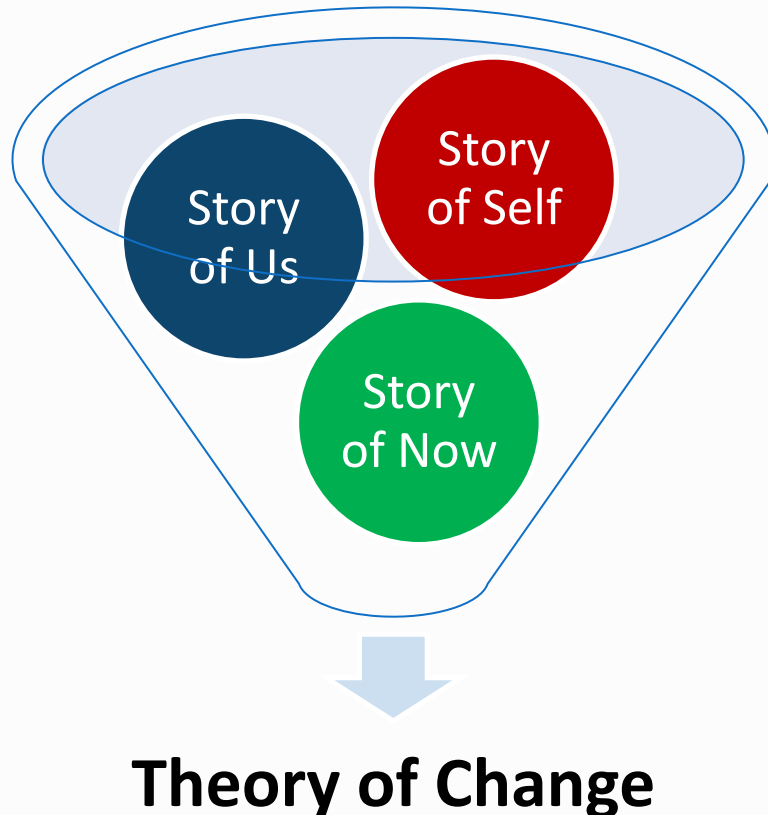


Volunteer to GOTV (Democrats)

- Share deadlines about specific elections
- Motivate voters about the urgency and impact of their vote

Democrats Abroad Volunteers are Leaders

Motivate others to join you in action on behalf of a shared purpose.



- Identify **sources of your own calling** for the purpose of **calling upon others** to **join you in action**.
- Identify **your shared situation** with family, friends, expats in our community, and voters back home.
- Identify **the urgency of the action**
- Show **how our action will impact real life**.

“My vote can’t make a difference.” **WRONG.**

• 537
votes

Florida 2000: George W. Bush wins the state – and the presidency – by a margin of 537 votes.



• 133
votes

Washington 2004: Democrat Christine Gregoire becomes Governor by just 133 votes.



• 312
votes

Minnesota 2008: Al Franken is finally seated in the Senate with a victory by 312 votes.



3. Voter outreach tactics (GOTV)

- Calls
- Texts
- Messaging
- Emails
- Facebook
- Twitter
- Public Canvasing
- Door-to-Door Canvasing
- Media (earned)
- Paid ads

Online Phone Banking

- ☺ **Coordinated strategy, message and targeting**
- ☺ **Efficient**
 - ✓ Large volume of calls
 - ✓ Minimize wait time of each call
 - ✓ Immediate feedback
- ☺ **Wealth of knowledge based on testing and previous experience**
- ☹ Less authentic since the Caller ID reveals a 202 phone number
- ☹ Shift away from voice calls to other personal communications



One-on-One Conversations

- Your personal phone to call or text
- Send direct emails from your personal email
- Send private messages on WeChat and Facebook from your personal accounts

4. Specific GOTV projects



State Legislature (VA-2)
Jennifer Carroll Foy



Governor (VA)
Ralph Northam



US Senate (AL)
Doug Jones



Why are Special Elections so special?

Special elections
are anyone's game.

There are dozens of special
elections every year.

By getting out the vote for these low-profile
races, Dems can make quiet progress nationwide.



NOV. 7 ELECTIONS

Utah	To replace Jason Chaffetz, who resigned on June 30, in the Third Congressional District.
New Jersey	Governor, state legislature and mayor
Virginia	Governor, lieutenant governor, attorney general and state legislature
New York	New York City mayor, city council and municipal offices. Statewide referendum.
Maine	Statewide questions
Ohio	Statewide ballot measure
Georgia	Atlanta mayor



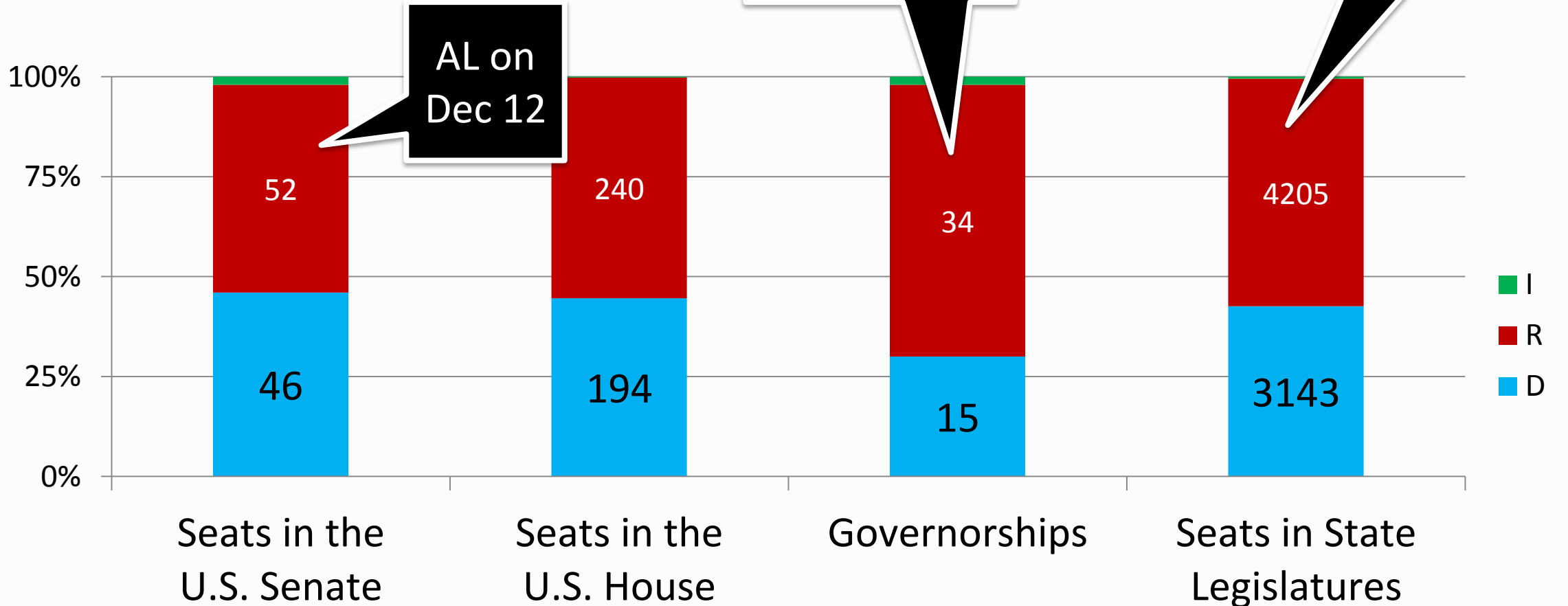
DEC. 12 ELECTION

Alabama

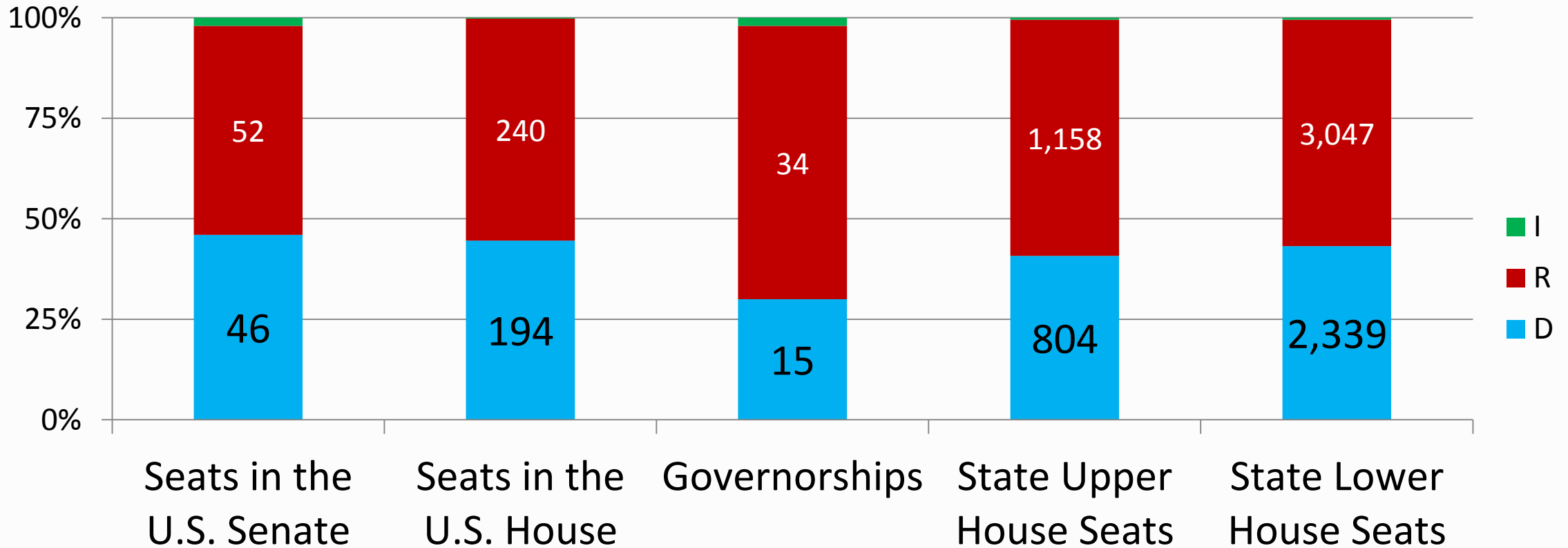
To replace Jeff Sessions, now U.S. Attorney General.



Current Seats Held

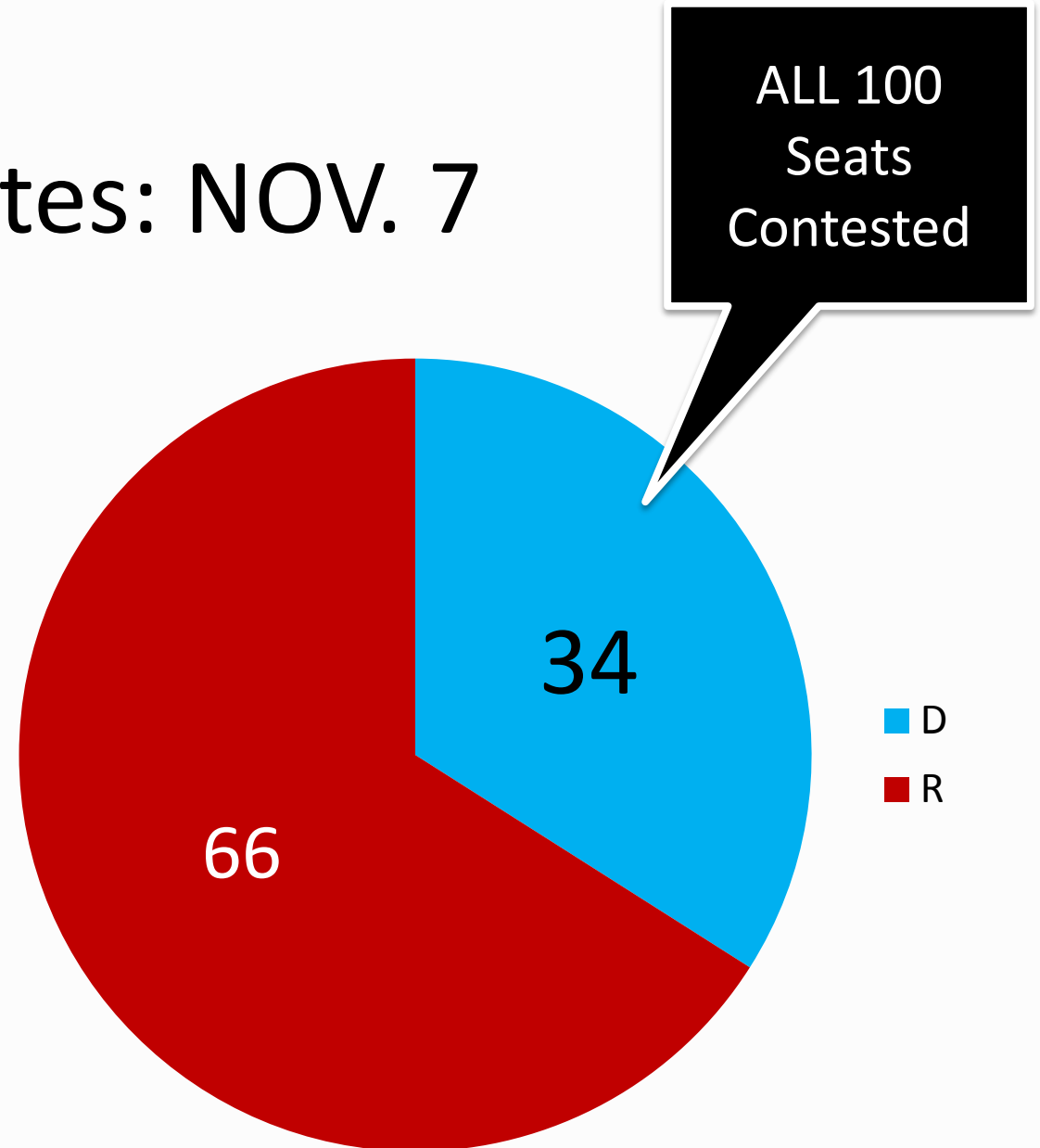


Current Seats Held



Virginia House of Delegates: NOV. 7

- **Democrats need to gain 17 seats** in order to take control of the chamber, while Republicans would need to gain one seat to obtain a veto-proof supermajority.
- In the 2016 presidential election, Hillary Clinton defeated Trump in 51 out of 100 Virginia House districts — including 17 Republican-controlled districts.





State Legislature (VA-2)
Jennifer Carroll Foy

Jennifer Foy (VA-2): NOV. 7

- Republican primary winner Laquan Austion dropped out of the general election on AUG. 11, after it was reported that he had falsified his education credentials. He was replaced by Mike Makee.
- Incumbent Mark Dudenhefer (R) was first elected in 2011, but was defeated by Michael Futrell (D) in 2013. Dudenhefer won the seat back in 2015 by 1.1 points and opted not to run for re-election in 2017.
- Hillary Clinton carried District 2 by 20.4 points. Democrat Barack Obama won District 2 in the 2012 presidential election by 19.2 points.
- The last general election for VA-2 in 2015, was **decided by 125 votes.**



Governor (VA)
Ralph Northam

Ralph Northam for Gov.: NOV. 7

- Northam is current Lt. Gov. to Gov. Terry McAuliffe (D), who is term-limited and not eligible to run for reelection.
- Running against Republican National Committee Chairman Ed Gillespie.
- The most recent overall race rating from five separate outlets was Lean Democrat.
- The most recent poll released in the race was an October 2-6 poll conducted by Christopher Newport University. The poll shows Ralph Northam at 49 percent support and Ed Gillespie at 42 percent support.



State Legislature (VA-2)
Jennifer Carroll Foy



Governor (VA)
Ralph Northam

Virginia Election

- OCT 16 - Voter registration by email, fax or mail
- OCT 31 (5 PM) - Ballot request by email, fax or mail
- NOV 7 (7 PM) - Ballot return by mail
- Overseas voters who “intend to return” can vote in this election.
- Overseas voters whose “return is uncertain” can vote in this election, IF you own a residence in Virginia OR either you, your spouse or your parent has an overseas employer or school.



US Senate (AL)
Doug Jones

Doug Jones for U.S. Senate: DEC. 12

- Alabama seat vacated by the resignation of Jeff Sessions (R) when he was confirmed as Attorney General.
- While no Democrat has represented Alabama in the Senate since 1997, Jones has received support from his party.
- In the Republican primary runoff on SEP. 26, former Alabama Supreme Court Chief Justice Roy Moore defeated incumbent Sen. Luther Strange.
- Jones received an endorsement from former Vice President Joe Biden, who campaigned for him in Alabama on OCT. 3.
- The last gubernatorial election in 2013 was decided by a margin of 2.5%.



Alabama Election

- NOV. 27 - Voter registration by mail (postmarked)
- DEC. 7 - Ballot request by mail (postmarked)
- DEC. 12 (12 noon) - Ballot return by mail (received)



US Senate (AL)
Doug Jones



Who can we call to GOTV?

Democrats Abroad Voters Global

- CallHub

Democrats Abroad Voters China

- Your Phone

Democratic Voters In-State

- Campaign System



Take-Aways – Voting from Abroad

- Use **VoteFromAbroad.org** to complete form (FPCA – Federal Post Card Application) which both serves to register you to vote and request your ballot.
- If permitted to email your form or ballot, you may still need to put the signed original in the mail.
- After depositing forms or ballots in the proper envelope, you can deliver it to the US embassy to be mailed via US post.



Take-Aways – GOTV Outreach

- ✓ Identify **sources of your own calling** for the purpose of **calling upon others** to **join you to vote Democratic**.
- ✓ Show **the urgency of voting** and **how their vote makes a difference**.
- ✓ One-on-one conversations can motivate others to vote for Democrats.

Tools:

1. CallHub to call DA voters worldwide, flexible times.
2. Candidate's system to call in-state voters – for early risers / night owls.
3. Personal phone to call other DA members in China.



Resources Consulted





CallHub : Online Phone Bank to DemsAbroad

democratsabroad.org/gotv_phonebanking

1. [CallHub Do's and Don'ts](#)
2. Login to democratsabroad.org and signup for CallHub
 - Need Google Chrome
 - 10 minutes to activate account
 - Link to sign-in
3. Review list of campaigns and scripts.