

UPDATED DEMOCRATS ABROAD 2016 VI-GOTV PLAN BRIEFING

We are pleased to update you on the evolving Democrats Abroad 2016 Voter Information – Get Out The Vote Plan. It is a One on One - Volunteer to Voter - Outreach and Support system that has many intersecting components and many types and levels of volunteer participation.

We hope this is a clear and comprehensive presentation of our 2016 campaign infrastructure, but we welcome your comments and questions at any time.

We anticipate sending emails to you over this Leadership list serve on the following topics through the month of August. By the end of this month, we hope your teams will have the information, training and support you require to undertake your Country Committee GOTV plans.

- Outline of 2016 VI-GOTV Program (this email)
- Global Voter Information and Support Help-line (later this week)
- CallHub Online Phonebanking Launch (w/c 15 Aug)
- VI-GOTV Campaign Metrics Collection (later w/c 15 Aug)
- Expanded Volunteer Sign-up System launch (w/c 22 Aug)
- Battleground States and Key Races Projects (w/c 29 Aug)

Also, members of our global VI-GOTV team or Regional Vice Chairs or Deputy RVCs will in the next week or so be calling country committee chairs and/or GOTV Coordinators to discuss CC VI-GOTV plans and address any questions on what is presented herein.

MEMBER OUTREACH

As in years past, the global VI-GOTV team will be sending blast emails to members, according to their voting state, with voter registration, ballot request and ballot return advice and deadlines, in addition to information about important races and candidates. All emails will direct members to VFA.org and our voter information and support help-line should they require support with registration or ballots.

VOTER SUPPORT - Global Help-line (lead: Michelle Taube)

- One-to-one, volunteer-to-voter, personalized support with voter registration questions or challenges.
- We are increasing the size of our committed and trained team
- Voter questions come to the team from responses to DA blast emails, Intercom (messages on the DA website), social media, phonebanking, and soon from digital ads.

PHONEBANKING (lead: Heidi Burch)

Three phonebanking stages – phoning voters abroad three times

1. Mid-late Aug/early Sept – Have you registered to vote or requested a ballot?
2. Late Sept/early Oct – Have you received your ballot? (45 days from 8 Nov is 24 Sept, but some/many voters may receive blank ballots by email sooner)
3. Mid-Oct – Have you returned your voted ballot or a voted a FWAB? Or, go vote a FWAB!

Our VI-GOTV Team encourages CCs to use CallHub to phone members but will support both CallHub and traditional phonebanking

One-to-one outreach:

- Calling DA members – we have phone numbers for 60-70,000 members
 - Calls by CC volunteers to CC members
 - Calls by global volunteer corps to members without a CC phonebank team
- Calling non-member VFA users who opt in to receive voting information
- Calling non-members who contact us via Intercom or otherwise and provide phone #s

INTERCOM

- One-to-one voting support operator that pops up for visitors to the DA website
- We will take and answer questions in English or Spanish.

VOLUNTEER MANAGEMENT

- CCs will continue to enlist volunteers locally for phonebanking, events and voter outreach.
- A new system will facilitate 3 levels of global VI-GOTV volunteering – launching later this month.
- All volunteers will be trained and provided support and oversight as needed.

BATTLEGROUND STATES AND KEY RACES

- DA is offering to partner with 11 Democratic State Parties (PA, OH, NV, FL, CO, NC, WI, IO, AZ, VA, NH) to reach out to their UOCAVA voters on their communications platforms and on ours.

- State Parties and candidates will promote VFA.org on their websites and social media, and possibly prepare/include VFA printed materials in their door knocking.
- Video messages targeting overseas voters and highlighting VFA.org featuring candidates (many are women) running in important Senate and House races.
- Planning a Global Town Hall with candidates for members around the world.

SPANISH LANGUAGE VI-GOTV

Reaching out to Battleground State/Key Races voters in Latin America

- Spanish language voter registration/ballot request instructions on website ASAP
- Spanish language “cheat sheet” for using VFA.org
- Intercom support available in Spanish
- Spanish language help-line
- Radio ads in Spanish and possibly English in Mexico
- Digital ads in Spanish and English in Mexico, Central America, the DR
- 60+ bilingual volunteers already recruited

RECORDING 2016 GOTV PROGRAMME METRICS (in no particular order)

As we have in the past, the GOTV team will post weekly numbers of voter registrations/ballot requests using VoteFromAbroad.org, develop a Leader Board and commentary on what is working well. We will also be collecting a number of other campaign metrics, some of which will require the engagement of CC leaders:

Metrics -

- VFA registrations/ballot requests per week (#s and % per CC membership)
- Registration/ballot requests through other means per week (eg Rock the Vote, paper, FVAP, etc.)
- CallHub calls per week
- Traditional phonebanking calls per week
- Voter information/registration or other events and number of attendees
- Volunteers actively engaged per week (events, phoning, organizing)
- Volunteer sign-ups per week
- Ballots received per week

- Voted ballots posted back per week
- Digital ads per week and click-throughs per week
- Donations per week
- Membership growth per week

Reporting –

DA will launch a Google Form that CC leaders can use to report things such as events held, non-CallHub phonebank calls, non-VFA.org voter registrations, etc. Look out for advice on this in mid-August.

Thanks to all you amazing Dems Abroad leaders and volunteers who have been working so hard to build and support the 2016 VI-GOTV campaign and campaign infrastructure. Your numbers are expanding daily and we are grateful for your engagement, time and talent.

Please contact us at any time with questions about the VI-GOTV plan and infrastructure.

Voter information and support questions should be sent to GOTV@democratsabroad.org.

Many thanks!

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