

***TURNOUT THE VOTE* - THE NAACP FRAMEWORK TO GET OUT THE VOTE (GOTV) IN 2014**

Numerous studies have confirmed that the growing influence of the African American electorate. This influence is the result of a number of factors including the Nation's changing demographics, but another statistically significant factor has been a general increase in African American Voter turnout. In 2012, for the first time ever, African American voter turnout surpassed White voter turnout in the Presidential election with percentages of 66.2 and 64.1 respectively.

While that trend is cause for some optimism, it must be noted that midterm elections typically suffer from a precipitous decline in African American voter turnout. Nationally, midterm turnout predictably decreases between 30 and 44 percentage points. After setting a record for African American Voter turnout in the 2008 Presidential election, the National African American voter turnout decreased 33.1% to a rate just above 44% in 2010. However, turnout in primary, local, and municipal elections is often significantly lower.

To combat this trend and to maximize our voting power in the 2014 Midterm elections, the NAACP must engage in an aggressive GOTV program.

THE IMPORTANCE OF GOTV

Get Out The Vote is the culmination of all of our Civic Engagement efforts. It is the busiest time of every election season, and it is critical to our success. You have one deadline: the closing of the polls on Election Day. The deadline will not change. You are either prepared or you are not. You cannot run a little behind schedule. There are no time outs. Every part of your get out the vote operation must run flawlessly.

Every voter you identify must be reminded over and over again to vote. On Election Day, African American voters cannot be allowed to sit at home. The number of voters who forget to vote or who vote for US Senate but forget about Congress and local elections race will determine what kind of future we have.

The importance of a carefully prioritized, well-planned and efficient get out the vote operation cannot be overstated. During the mayhem of the closing days of our GOTV campaign you will not have time to take a break and sit down to develop a thoughtful effective plan. You will have time however to execute a program that has been thoroughly analysed and developed. And you will have time to manage and adjust that basic program to meet changing resources and political demands.

This toolkit will provide you with the essential elements necessary to operate an effective GOTV program.

DEVELOPING YOUR GOTV MESSAGE

GOTV is about more than mechanics. It is about inspiration and emotion. Your program must touch voters in a way that motivates them to serve their self-interest.

Above all else, a GOTV operation must **motivate** your voters to go the polls. It must provide a message that motivates voters to go to the polls and if necessary, give them a ride to the polls. The **NAACP Game Changers** as well as recent campaigns relative and relevant in your respective communities (*such as the senseless excessive force cases involving the shooting of Michael Brown, State Governments resisting calls for Medicaid expansion, campaigns to eliminate Stand-Your-Ground laws, rebuilding the VRA, ending felony disenfranchisement, etc...*) should be featured in your GOTV messaging.

The goal of GOTV programs is to arm our community with the information they need to vote for their communities interest and get the maximum number of your voters to the polls. When planning voter education programs it is imperative that you identify enough voters to have an impactful GOTV effort.

Election Day is a one-day operation that is the culmination of the GOTV program. The GOTV program, however, begins weeks before Election Day. The entire plan must be designed with the end in mind. **Within ten weeks** of Election Day you should prepare to launch your official GOTV campaign effort and begin making final plans and preparations. And within one to two weeks of Election Day, all of your unit's Civic Engagement efforts should be shifted into GOTV activities.

GOTV is a very selective program. Like all management tasks, GOTV must apply the limited resources of people, time and technology to the fullest advantage. Within the limits of their resources, choices have to be made to allow for the maximum GOTV effort possible. Success depends upon planning, organization and management.

Your GOTV programs are designed to reach voters either individually and in select counties and neighborhoods. Because GOTV is very selective, do not plan to assemble a program in every county/neighborhood of your State or area. The more information considered in the development of the plan, the more targeted and efficient your GOTV effort can be.

The GOTV message is very simple: GO VOTE - Our Vote is Our Voice! You ask, cajole and encourage your voters to go to the polls. Your get-out-the-vote message should leverage our GAME CHANGERS by reminding voters why its important that they get to the polls and also impart vital Election Day information to voters such as where the polls are located and when they are open.

IDENTIFYING AND SETTING DATA DRIVEN GOTV GOALS

With roughly 10 weeks left to November 4, 2014, we need to define our goals in a manner that is strategic, measurable, and achievable.

While units in the field should absolutely continue to register voters, it is critically important that we maximize our Get out the Vote efforts through a strategic and data based campaign.

Using our unique and powerful presence on the ground, we have an opportunity to lead the nation in 'getting out the vote'. Across the country pundits are analyzing the data on past elections. We know that in 2012 African Americans turned out to vote in records numbers, surpassing their White counterparts for the first time in history. However, we know much of that turnout was driven by the Presidential election cycle. This election, we know we cant count on that same level of enthusiasm, so we must also examine the voting trends from the last non-Presidential mid-term cycle. In 2010, we saw large drops in turnout from those who had voted in 2008. The numbers of registered African Americans who sat home in 2010 (compared to 2008) was significant and in many cases had the potential to alter the 2010 results had they voted. This data points to the need to enhance our get out the vote efforts particularly to get these dormant voters to the polls in 2014.

Using data from the VAN to look at voting trends by registered voters, we can utilize a precise targeting strategy to successfully increase turnout at the state level and by county or district. Overlapping those goals with our unit capacity and margins for victory will bring the NAACP to the forefront of the civic engagement sphere.

UNDERSTANDING HOW A GOTV FOCUS AMPLIFIES OUR VOICE

By analyzing past data we see that despite the record turnout in 2012, over 30% of African Americans who are registered still did not turn out to vote; and this number will likely increase without the momentum of a Presidential Campaign. By shifting our focus and using prior election data to target infrequent voters in our communities in a robust "Get out the Vote" (GOTV) campaign, we can maximize our impact by bolstering our presence at the polls.

Let us review the data (see the charts on the following pages) which includes:

- *The number of African Americans who did not vote in 2008, 2010, and 2012*
- *The win margins for statewide races in 2008, 2010, and 2012*
- *The number of registered African Americans to date*

By analyzing the data from both Presidential and Mid-term elections, we are able to project the likely the non-participation rate for 2014. If our units and State Conferences can develop and implement strategies designed to Educate, Activate, and Motivate 40% of the African American Registered Non-Voters in their respective areas through an aggressive and targeted GOTV campaign, we can approach the record turnout from the 2012 Presidential elections and maximize our impact and reach in what is typically a low turn-out mid-term election year.

African American Non-Participation Totals in 2008, 2010 and 2012 By State

State	AA Registered Non-Voters 2008	AA Registered Non-Voters 2010	AA Registered Non-Voters 2012	Registered to vote in 2014 (as of 8/5/14)
Alaska	705	783	636	1,328
Arizona	13,214	18,701	12,780	32,263
California	134,571	194,783	120,076	382,862
Colorado	15,732	21,372	12,532	38,750
Connecticut	24,460	37,451	23,090	66,219
Delaware	28,697	38,937	24,958	70,641
Florida	641,984	1,011,500	505,148	1,572,573
Georgia	609,006	915,693	528,126	1,559,127
Hawaii	2,273	2,592	2,261	5,256
Idaho	688	1,290	492	4,196
Illinois	271,646	410,646	254,061	748,559
Indiana	96,472	136,186	91,007	207,715
Iowa	9,527	15,043	8,610	25,562
Kansas	15,755	27,117	17,329	46,567
Kentucky	49,981	69,072	48,367	122,709
Louisiana	366,876	510,110	277,579	842,283
Maine	1,393	1,924	1,350	3,897
Maryland	207,478	335,145	184,517	646,286
Massachusetts	29,162	39,670	21,956	73,708
Minnesota	14,314	22,400	5,972	44,315
Mississippi	391,838	556,910	403,222	659,471
Missouri	84,767	142,631	83,568	259,274
Montana	627	1,160	920	3,289
Nebraska	8,906	15,749	8,499	23,046
Nevada	8,226	11,860	7,341	22,242
New Hampshire	379	858	318	2,014
New Jersey	238,003	341,196	234,063	371,769
New Mexico	3,825	5,853	4,487	10,077
New York	394,944	657,288	393,535	996,769
North Carolina	506,822	811,030	358,284	1,289,916
North Dakota	413	723	465	1,612
Oklahoma	16,560	34,035	20,962	67,456
Oregon	6,867	10,108	6,479	23,485
Pennsylvania	157,439	275,705	149,198	520,170
Rhode Island	3,317	5,109	3,498	7,757
South Dakota	1,020	1,303	1,022	3,014
Tennessee	172,039	312,566	176,611	476,531
Utah	2,770	4,554	2,840	8,922

Vermont	400	574	395	909
Virginia	192,505	354,466	160,458	630,268
Washington	17,736	24,036	14,013	51,655
West Virginia	12,583	16,505	12,535	26,100
Wisconsin	17,885	32,641	15,922	81,285
Wyoming	124	165	149	683
District of Columbia	84,235	126,783	67,179	188,543

BREAKDOWN OF 2014 NAACP GOTV GOALS BY STATE

Non-Participation Rate Prediction and 2014 GOTV Goals By State

State	Change in AA non-participation rates between 2008 and 2012	AA Registered Non-Voters 2010	Predicted AA 2014 Non-Participation Rate	By State 2014 NAACP GOTV Target GOAL (2014 x 30%)
Alaska	-10	783	705	282
Arizona	-3	18,701	18,140	7,256
California	-11	194,783	173,357	69,343
Colorado	-20	21,372	17,098	6,839
Connecticut	-6	37,451	35,204	14,082
Delaware	-13	38,937	33,875	13,550
Florida	-21	1,011,500	799,085	319,634
Georgia	-13	915,693	1,034,733	318,661
Hawaii	-1	2,592	2,566	1,026
Idaho	-28	1,290	929	372
Illinois	-6	410,646	386,007	154,402
Indiana	-6	136,186	128,015	51,206
Iowa	-10	15,043	13,539	5,411
Kansas	10	27,117	29,829	11,932
Kentucky	-3	69,072	67,000	26,800
Louisiana	-24	510,110	387,684	155,073
Maine	-3	1,924	1,866	746
Maryland	-11	335,145	298,279	119,312
Massachusetts	-25	39,670	29,753	11,901
Minnesota	-58	22,400	9,408	3,763
Mississippi	3	556,910	573,617	229,447
Missouri	-1	142,631	141,205	56,482
Montana	47	1,160	1,705	682
Nebraska	-5	15,749	14,962	5,985

Nevada	-11	11,860	10,555	4,222
New Hampshire	-16	858	721	288
New Jersey	-2	341,196	334,372	133,749
New Mexico	17	5,853	6,848	2,739
New York	0	657,288	657,288	262,915
North Carolina	-29	811,030	575,831	230,332
North Dakota	13	723	817	327
Oklahoma	27	34,035	43,225	17,290
Oregon	-6	10,108	9,502	3,801
Pennsylvania	-5	275,705	261,920	104,768
Rhode Island	5	5,109	5,364	2,146
South Dakota	0	1,303	1,303	521
Tennessee	3	312,566	321,943	128,777
Utah	3	4,554	4,691	1,876
Vermont	-1	574	568	227
Virginia	-16	354,466	297,751	119,101
Washington	-21	24,036	18,988	7,595
West Virginia	0	16,505	16,505	6,602
Wisconsin	-11	32,641	29,050	11,620
Wyoming	20	165	198	79
District of Columbia	-20	126,783	101,426	40,570

SO HOW DO WE DO IT??: REACHING OUR GOTV CONTACT GOALS

Per our 2012 Civic Engagement Training we know that the ideal number of contacts to motivate a potential voter to go to the polls is between 3 and 6. So it is important to note that the Goals listed by State DO NOT reflect the number of people each State is expected to reach *by Phone*. Rather, ***Each State and unit should build a multi-faceted GOTV campaign which reaches potential voters through a number of different means and mediums fully utilizing print, radio, traditional, and social media.***

BREAKING DOWN THE GOALS TO THE UNIT LEVEL

Reaching our GOTV goals will have to be done through a network of unit based GOTV efforts. State Conferences can divide out the numerical contact goals between the units (or Areas) in their jurisdictions based on local population and demographics, the State's or Community's advocacy interests on the ground, the State's or Community's need for change in political leadership, and local unit capacity.

State Conferences, State Area sub-division, and Branch GOTV campaigns should incorporate between 4 and 6 of the following techniques.

Effective GOTV tools for contacting Voters:

Phone banks – In the closing two weeks of this campaign season, we will open and operate two of our Regional Call Centers to place targeted GOTV Calls into 8 key states around the country. But, Phone-Banking is a valuable tool that can be utilized by ALL units and State Conferences with low cost and no cost options. The simplest and most expedient way to use phone banking is through a traditional Phone Bank. The VAN system allows us to generate phone lists for volunteers to use. The units can gather a group of volunteers to call the voters (one by one) on their list and record their responses next to their name. Later the Unit (Or Regional Office) enters that data back into the VAN.

Canvassing – Door-to-door canvassing of unlikely or infrequent voters to remind them of the coming elections and the issues that their vote can impact can be extremely effective. This is a perfect opportunity for Youth and College involvement in this campaign.

Digital Media –The power of technology allows us to reach many people in a short period of time at little cost. Units should take advantage of Social Media (Facebook, Twitter, You Tube, comments on Newspaper and television news sites, etc..) to spread information about the coming elections and the impact their vote can have.

Text Alerts – Using our National Database we can send text messages into areas with a targeted message about voting dates and times. Ex. “Greetings NAACP Member or Supporter – Early Voting has opened in Florida. Polls are open 8am to 8pm in Orange County. For more information, please visit <http://elections.myflorida.com/>. #ThisIsMyVote”

Info Graphics – Units and State Conferences can create simple images which can be customized by county with times for Early and Election Day voting. These images could be attached to emails that are sent (by county/state) and circulated via social media.

Email from Unit and State Conference Leadership - Leaders at the local and state level should plan to send 3 emails (1 per month) to their members pushing voting. It should include resources available to members seeking information on how to vote and when.

Family and Friends Email Campaign – The Regional Offices and State Conferences could generate sample emails to be sent to unit members which individuals could then tailor to send to their personal email lists. These would include language about the importance of the African American vote during mid-term elections, as well as include a space for inserting information about Early Voting and Election Day voting.

Church Bulletins – Units and State Conferences should create a generic ¼ page inserts for church bulletins which includes: Election day and time data, the voter assistance hotline phone number, our website, our hashtag, as well as space to be tailored by county/state.

Black Press/PSA's – Units and State Conferences should use this opportunity to meet and work with the Black press to get the word out. Units should provide election information, language that ties our Game Changers into the GOTV efforts, a membership push, as well as information on Early Voting where applicable.

Letters to the Editor – Local and State leadership should send Letters to the Editor to highlight the need to vote while pointing to Game Changer areas, the need for African American turnout, and include information on Early and Election Day voting.

Meetings with Editorial Boards – Local and State leadership should take advantage of this opportunity to meet with local Editorial Boards to talk about African American turnout and the need to push GOTV in 2014, in light of traditionally low turnout during mid-term elections. This is an opportunity to push the need for GOTV while giving people a reason to vote by highlighting the Game Changers.

Incorporating the GOTV into other work – The units can easily tie GOTV efforts into other facets of their work. Specifically, we need to give a reason for people to get out the vote. This is an opportunity for us to tie in all of our work around the 5 Game Changers.

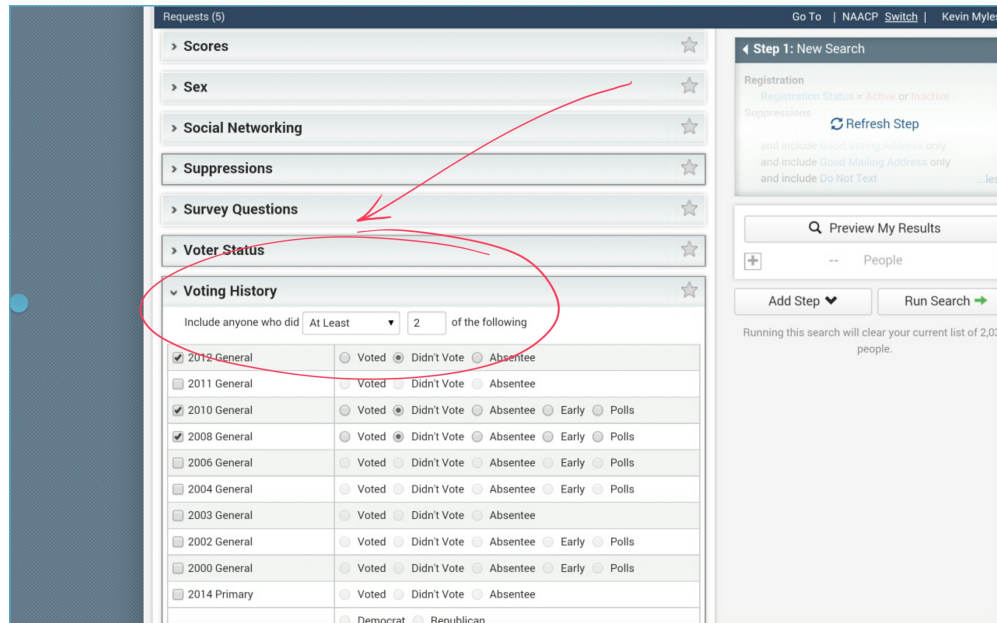
GOTV scripts – GOTV scripts in the VAN (for Phone-Banking and canvassing) can be tailored for individual States or unit efforts. For example, a script could mention the need for access to medical services for all residents of the state (referencing the need for Medicaid expansion in a C3 friendly way) and the need to vote to ensure that outcome. Contact your Regional Director to have new scripts added.

Forums and Rallies – Units should plan to take a few minutes to encouraging voting and to share election day details at their planned fall events.

Local Community Events – Units should take advantage of the opportunity to participate in local community events throughout the Fall. Parades, festivals, church functions, fraternity and sorority events, etc., are examples of events where a member can stop by and make an announcement the about need to get out to vote as well as provide Early Voting and Election Day information.

IDENTIFYING INFREQUENT VOTERS IN THE VAN SYSTEM

Identifying infrequent voters in the VAN system to contact through your GOTV program is a really simple process. "Create a List" in the 'My Voters' tab by selecting your location and target demographic. Then, using the 'Voting History' drop-down, select the elections that you wish to consider, then 'include' anyone who skipped or did not vote in one or more of them. This will present you with a list in your selected area and demographic of infrequent voters who you can then reach for your GOTV campaign.



Branches as well as State Conferences are encouraged to set goals based on a similar analysis of Local and Municipal races. However, municipal election voting history is not stored in the VAN. To identify a target demographic for Branch/Local level GOTV outreach, units should develop multi-faceted, multi-medium campaigns designed to reach 40% of the African American Voting Age Population (VAP) in a given area or precinct.

Communities, neighborhoods or zip codes with significant numbers of African American voters, particularly in areas where previous elections have been determined by vote margins of 10% or less, should be identified and considered (based on unit capacity). The most important factors to consider when dividing the district into GOTV subdivisions are geography, number of GOTV targets and our local volunteer base.

Note any zips/neighborhoods with high concentrations of low income or senior citizens. The voters in these zips/neighborhoods usually need the most assistance on Election Day.

TIMETABLES FOR GOTV ACTIVITIES

Time Frame	Activity
September 7	Email from Local Leadership Canvassing Phone Banking Local Events
September 14	Canvassing Phone Banking Local Events Mail Piece
September 21	Meetings with Editorial Boards Submit Letters to the Editor Canvassing Canvassing Phone Banking Local Events
September 28	Email from Local Leadership Meetings with Editorial Boards Submit Letters to the Editor Canvassing Canvassing Phone Banking Local Events BEGIN FULL GOTV EFFORTS
October 5	Meetings with Editorial Boards Submit Letters to the Editor Canvassing Canvassing Phone Banking Local Events Mail Piece
October 6	30 days before the election / Last day to register for the following: TX (Postmarked) PA (Received) LA (Received)
October 3	Last Day to register voters in FL (29 Days)
October 12	Canvassing Phone Banking Local Events
October 13	Last day to register voters in VA (Postmarked)
October 19	Text Message Alert about Early Voting Canvassing Phone Banking Local Events Vote Tracking
October 26	Email from Local Leadership Text Message Alert about Early Voting

	Canvassing Phone Banking Literature Drop Vote Tracking
November 2	Text Message Alert about Election Day Canvassing Phone Banking Vote Tracking

SEEING IT THROUGH - FROM TODAY UNTIL THE POLLS CLOSE

Getting voters to the polls will be useless unless they actually cast their ballots. Most states allow voters who are in line when the polls close to cast their ballots as long as they remain in line. It is your job to keep the line. Do what it takes. Feed them. Entertain them. Implore them. Keep them in line no matter how long the lines. Organizations may consider having canvassers cover polling places in their assigned areas.

TECHNICAL ASSISTANCE

State Conferences and units should liberally reach out to their respective Regional Office for any needed assistance with:

- Targeting
- Determining local and/or municipal goals
- Additional VAN Training
- List building
- Script building
- Administering Traditional or Virtual phone banks
- Managing Canvassing Operations
- Drafting Emails and GOTV contact pieces