

Campaign Training: **VoteBuilder Overview**



TOPICS TO COVER



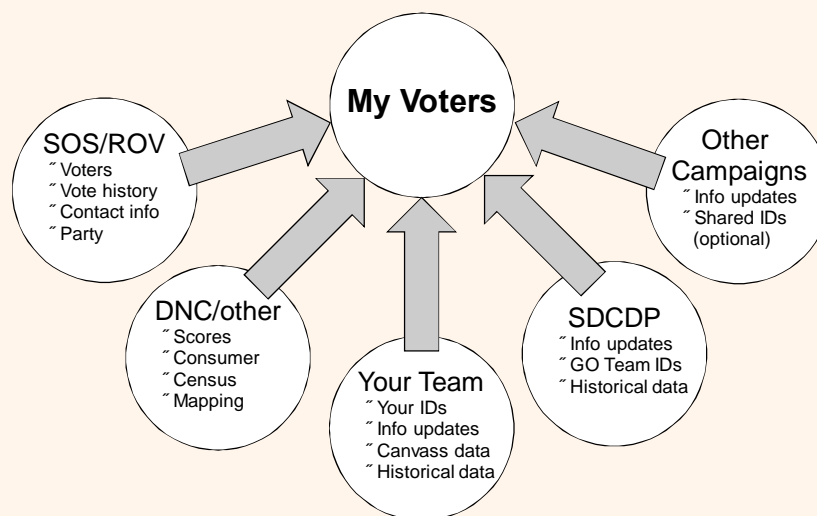
- “ Accessing VoteBuilder
- “ Voter data sources
- “ Scores and targeting
- “ Creating lists
- “ Cutting turf
- “ MiniVAN (for mobile devices)
- “ Virtual Phonebanks
- “ Counts and Crosstabs
- “ Data entry
- “ Metrics and reporting
- “ Volunteer data
- “ Support from SDCDP

ACCESSING VOTEBUILDER



- “ VoteBuilder (a.k.a. VAN): Web-based data-management platform developed exclusively for Democratic organizations
- “ Used nationally by campaigns at every level . presidential to school board
- “ DNC provides data resources and support to SDCDP
- “ SDCDP can provide system access to any Democratic campaign (for a fee); additional support provided post-endorsement
- “ Some integration with NGP if you use that system for email, website, contributions

VOTER DATA SOURCES



PARTY AND TURNOUT SCORES

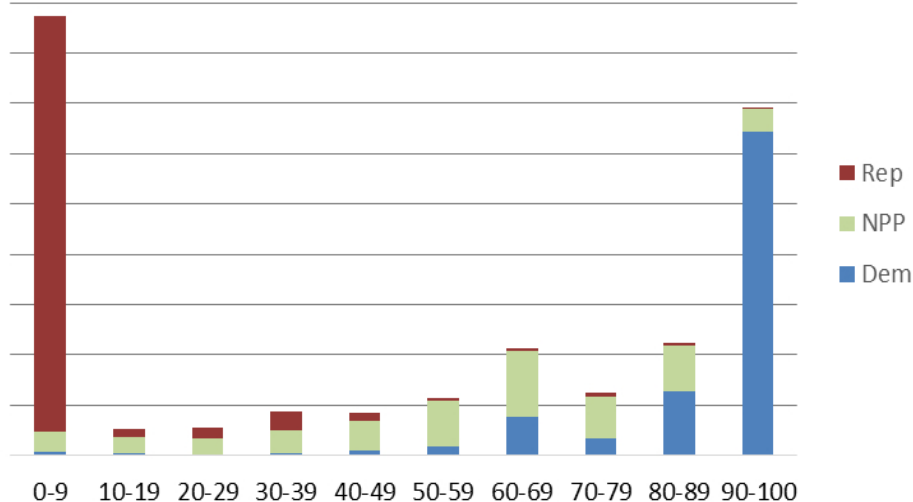


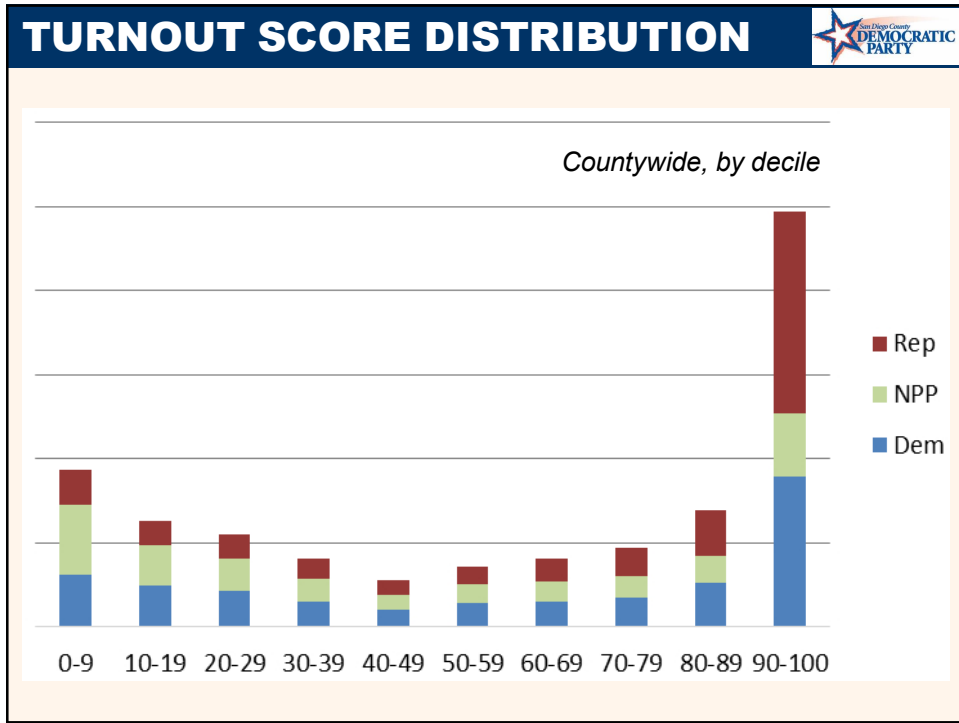
- ” **Party Score (0-100):** Ranking of a voter’s likely self-identification as a Democrat
- ” **Turnout Score (0-100):** Ranking of a voter’s likelihood to turn out in an election
 - Party registration and turnout history alone are less predictive than scoring
 - Scores aren’t 100% predictive for each individual, but are an essential factor in planning voter contact programs

PARTY SCORE DISTRIBUTION








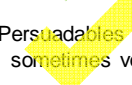




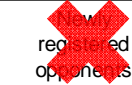


Countywide, by decile

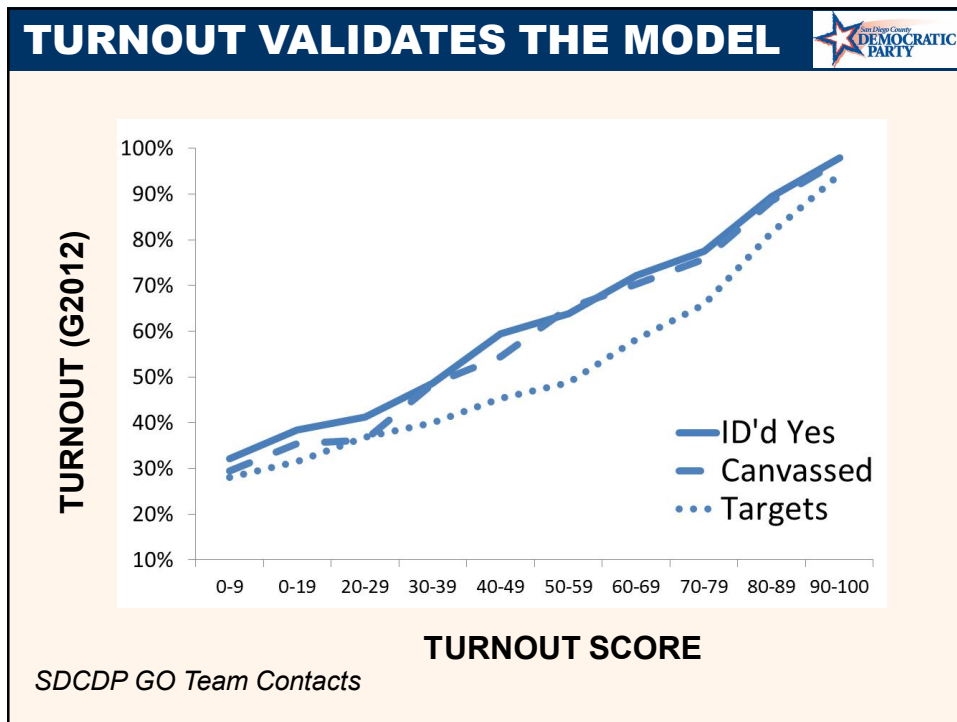




TARGETING MATRIX



		SUPPORT SCORE		
		AGAINST US (0-39)	PERSUADABLE (40-79)	WITH US (80-100)
TURNOUT SCORE	FREQUENT (80-100)	Opponents who always vote 	Persuadables who always vote 	Supporters who always vote 
	SPORADIC (40-79)	Opponents who sometimes vote 	Persuadables who sometimes vote 	Supporters who sometimes vote 
	NEVER (0-39)	Opponents who never vote 	Persuadables who never vote 	Supporters who never vote 
	NEW (N/A)	Newly registered opponents 	Newly registered persuadables 	Newly registered supporters 



- ### CREATING LISTS
- “ **What *not* to do:**
 - All voters in a precinct
 - All Democrats in a precinct
 - “ **What to do:**
 - Target based on likely support and turnout
 - Consider density and walkability
 - Factor vote-by-mail timing into your plan
 - Apply other targeting as needed (contactability, household composition, demographics)

SDCDP Campaign Training: VoteBuilder Overview

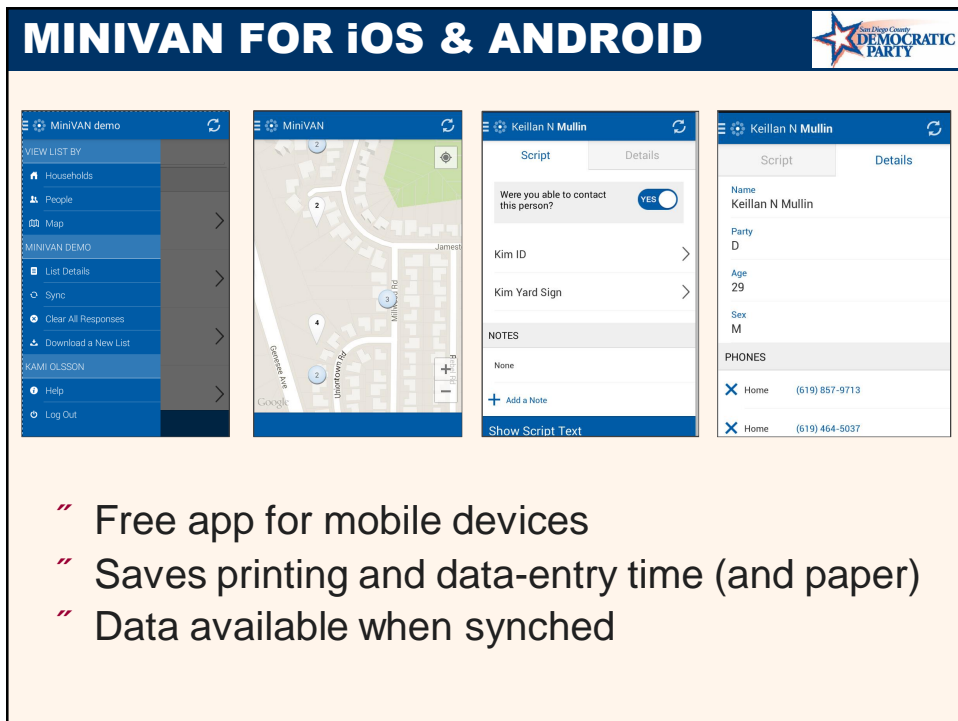
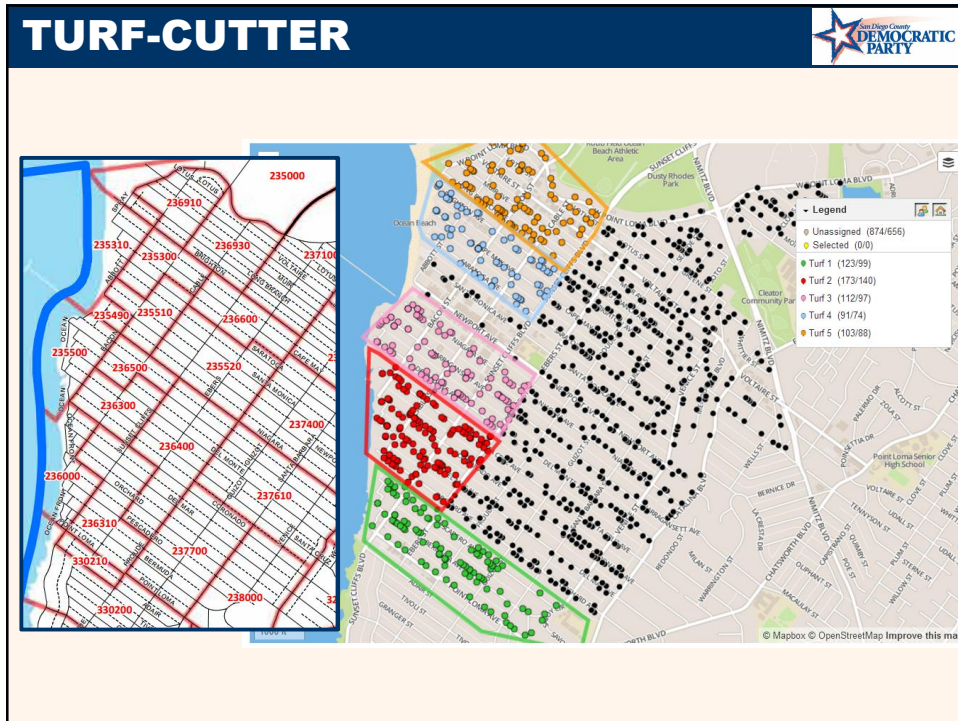
WALK / CALL LIST AND MAP

San Diego - 525410 - Via Nomentana - Even						
Nardo Gumabon 14 Via Nomentana Chula Vista 91910	<input type="checkbox"/> Wrong Tel# D M 79 Reg: 11/06/1992	<input type="checkbox"/> Not Home <input type="checkbox"/> Moved <input type="checkbox"/> No Access <input type="checkbox"/> Refused <input type="checkbox"/> Voted	Rena? <input type="checkbox"/> Yes <input type="checkbox"/> Und <input type="checkbox"/> No	<input type="checkbox"/> Vol? <input type="checkbox"/> Sign?	 5841873	
Nenita Gumabon 14 Via Nomentana Chula Vista 91910	<input type="checkbox"/> Wrong Tel# D F 71 Reg: 07/05/1996	<input type="checkbox"/> Not Home <input type="checkbox"/> Moved <input type="checkbox"/> No Access <input type="checkbox"/> Refused <input type="checkbox"/> Voted	Rena? <input type="checkbox"/> Yes <input type="checkbox"/> Und <input type="checkbox"/> No	<input type="checkbox"/> Vol? <input type="checkbox"/> Sign?	 7635738	
Richard Torres 18 Via Nomentana Chula Vista 91910	(619) 498-0282 <input type="checkbox"/> Wrong Tel# N M 78 Reg: 03/04/2003	<input type="checkbox"/> Not Home <input type="checkbox"/> Moved <input type="checkbox"/> No Access <input type="checkbox"/> Refused <input type="checkbox"/> Voted	Rena? <input type="checkbox"/> Yes <input type="checkbox"/> Und <input type="checkbox"/> No	<input type="checkbox"/> Vol? <input type="checkbox"/> Sign?	 6504518	
Maria Torres 18 Via Nomentana Chula Vista 91910	(619) 498-0282 <input type="checkbox"/> Wrong Tel# D F 74 Reg: 09/29/1998	<input type="checkbox"/> Not Home <input type="checkbox"/> Moved <input type="checkbox"/> No Access <input type="checkbox"/> Refused <input type="checkbox"/> Voted	Rena? <input type="checkbox"/> Yes <input type="checkbox"/> Und <input type="checkbox"/> No	<input type="checkbox"/> Vol? <input type="checkbox"/> Sign?	 7909493	


“ Custom formats

“ Grouped by household

“ Maps / directions



VIRTUAL PHONEBANKS (VPBs)



Anita Goodloe – 84 D F (858) 453-0523
VANID: 5627884

Phone Bank Progress 0 500 1000

Were you able to talk to Anita? Yes No

[Skip](#) [Save - Next Household](#)

Do you support Kevin Beiser for re-election to the San Diego Unified School Board District B?


Would you like to Volunteer? Wants to Volunteer

Do you want a Yard Sign? Wants Yard Sign

[Skip](#) [Save - Next Household](#)

- “ Easy to use with a phone and Internet connection
- “ Track each caller's progress in real time
- “ VPB-only user accounts can be set up

MAIL LISTS



Householded Mailing List
One record for every mailable household in your list, including just the fields you need to prepare a mailing

Householding

Household Label

Middle Name

Include Phone
 Exclude any uncertified USPS addresses
 Exclude any out-of-state mailing addresses

Include County
 Precinct
 Congressional
 State Senate
 State House

File Type Excel File Text File

- “ Ready to export and send to mailhouse
- “ Save lists within VoteBuilder for future reference

COUNTS AND CROSSTABS



Precinct	Permanent Absentee						Total People
	N	%	Y	%	Unknown	%	
422900	271	56.46	209	43.54	0	0.00	480
422910	146	54.89	120	45.11	0	0.00	266
422920	25	38.46	40	61.54	0	0.00	65
422930	9	50.00	9	50.00	0	0.00	18
422940	139	53.26	122	46.74	0	0.00	261
425840	98	47.57	108	52.43	0	0.00	206
425880	12	30.00	28	70.00	0	0.00	40
425920	25	36.23	44	63.77	0	0.00	69
Total People	17,581	47.22	19,653	52.78	0	0.00	37,234

- “ Break out data with any combination of criteria
- “ Helps to create and review your %universes+
- “ Export in Excel for further analysis
- “ Reports can be set to run automatically


DATA ENTRY



- “ Make sure your team's hard work counts
- “ Follow up with voters based on prior contact
- “ Fast with a barcode scanner
- “ %Grid view+and other entry options
- “ MiniVAN (for mobile devices)
- “ Analyze and assess results
- “ Keep data for future campaign




TRACK YOUR PROGRESS

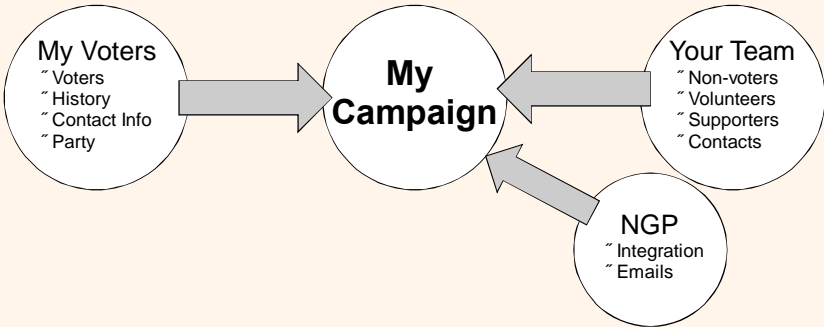


Canvasser	Not Home (# of Attempts)	%	Refused (# of Attempts)	%	Moved (# of Attempts)	%	Deceased (# of Attempts)	%	Disconnected (# of Attempts)	%	Wrong Number (# of Attempts)	%	Canvassed (# of Attempts)	%	Total Attempts
Aguilar, Octavio	155	72%	4	2%	3	1%	0	0%	0	0%	0	0%	51	24%	216
Aroca Guerrero, Marlene	7	4%	5	3%	0	0%	0	0%	29	16%	20	11%	16	9%	179
Ball, Betty	203	69%	1	0%	41	14%	1	0%	0	0%	18	6%	31	11%	295
Bengtson, Sheridan	97	63%	4	3%	7	5%	0	0%	0	0%	0	0%	34	22%	153
Bennett, Alan	120	33%	18	5%	0	0%	0	0%	26	7%	84	23%	35	10%	364
Berman, Elayne	73	73%	8	8%	1	1%	0	0%	0	0%	0	0%	16	16%	100
Bemitt, Tom	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	41	100%	41
Best, Mary	77	59%	0	0%	5	4%	0	0%	0	0%	0	0%	48	37%	130
Bingham, Hannah	43	59%	0	0%	3	4%	0	0%	0	0%	0	0%	20	27%	73
Werth, Jacquelyn	150	69%	8	4%	0	0%	0	0%	0	0%	0	0%	51	24%	217
Witt, Nancy	360	53%	16	2%	53	8%	0	0%	0	0%	0	0%	165	24%	682
Wray, Robert	0	0%	2	12%	0	0%	0	0%	0	0%	0	0%	15	88%	17
Totals	17,624	61%	472	2%	1,676	6%	25	0%	404	1%	527	2%	5,815	20%	28,749

- “ View canvass results by canvasser, neighborhood, etc.
- “ Identify strong and weak points in your field operation
- “ Keep track of your attempts and %Ds+daily and weekly

MANAGING VOLUNTEER DATA





The diagram illustrates the flow of volunteer data into a central 'My Campaign' hub. Three circles on the left represent data sources: 'My Voters' (containing Voters, History, Contact Info, Party), 'Your Team' (containing Non-voters, Volunteers, Supporters, Contacts), and 'NGP' (containing Integration, Emails). Arrows from each of these three circles point towards a central circle labeled 'My Campaign'.

- “ Same interface as the My Voters section
- “ Private to your campaign
- “ Use event tool to schedule volunteer activities

QUESTIONS? NEXT STEPS?



Contact Ryan Hurd, SDCDP Executive Director, for VoteBuilder contract and pricing info for your race:

ryan@sddemocrats.org
(858) 277-3367

 **DNC VOTEBUILDER**