

KARL  
**RACINE**  
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**DEMOCRAT**  
*for* DC ATTORNEY GENERAL

20 WEEK PLAN  
KARL RACINE FOR  
DC ATTORNEY GENERAL

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## **STRATEGIC SUMMARY**

Elections are won by building coalitions of voter groups that make political sense given a specific campaign message, strategy and context. In this campaign, we will go where the votes are. More precisely, we will go after the votes we need to win, the ones that are most readily available to us and use messages with each group that touch these voters most deeply.

Targeting is the method we will use to determine where we're going to concentrate direct contact resources, (mailings, telephone calls, door-to-door canvassing, yard sign efforts, candidate campaigning, neighborhood parties. Election Day turnout operations). We need to make sure that when the trigger is pulled on a campaign activity whether its mailing, a round of persuasion calling or get-out-the-vote door hanger effort, we reach the right voters with the right messages.

As head of the field department I will focus on the "on-the-ground" organizing that is required in order to personally contact voters through canvassing, phone banks, and building local events. Voter contact will help us construct and clean the campaign's voter files in order to help better target voter persuasion and identify which voters Racine for DC Attorney General most wants to bring out on Election Day. We will organize phone banks and staging locations for canvasses and other campaign events. In addition to voter persuasion and voter identification, field staff will provide information for the attorney general's campaign headquarters as to what is going on in the communities they work in.

As Field Director, I will ensure that the field operation be built through robust volunteer recruitment and precise execution of the field plan. We will recruit, train and manage paid canvassers and volunteers in order to meet weekly goals for voter outreach and visibility. I will work to recruit, train and schedule the paid canvassers and volunteers for phone and canvass operations.

This field plan will serve as a starting point. I will try and impose a sense of order on a process that otherwise can be chaotic and inefficient. This field plan is not merely a series of events and activities haphazardly thrown together but a plan that should be rolled out with a clear purpose as part of a bigger logical plan.

## STRATEGY

- Clear and precise messaging
- Positioning, development and delivery of message
- Present voters with a choice based on Karl's differences that are clear, believable, and connected to reality
- Allocation of campaign resources for persuasion and GOTV
- Targeting voters
- Increase base turnout
- Voter registration drive
- Strategy for achieving winning numbers (persuasion vs. increased turnout)
- GOTV mobilization
- E-DAY

We recommend the following approach:

### 1. Field Program

- Develop, and implement a direct contact field program
- Execute the field plan for the region as dictated by Racine for DC Attorney General Campaign
- Manage and maintain a Field Office
- Assemble, manage and oversee street teams
- Build a muscular turnout operation quickly
- Develop, design and implement a comprehensive, citywide GOTV program, mobilizing volunteer shifts to reach thousands of voters
- Aid in local fundraising, arranging coffee clutches, cash bar parties and cookouts in the park
- Provide social media promotion for all fundraising and public events that are generated at the grassroots level, as well as constant presence and updates on where Karl is in the region via all pertinent social media websites.

2. **Gather Target Information - Who The Voters Are**

- Sporadic voters
- Income
- Education
- Ethnicity
- Occupation
- Religion
- Sex
- Voter turnout history
- Party affiliation
- Base voter identifiable groups i.e., senior citizens

3. **Gather Target Information - Where The Voters Are**

- Direct mailings
- Telephone calls
- Door-to-door canvassing
- Yard signs, banners, posters
- Karl campaigning at various venues
- Neighborhood parties, coffee clutches, cookouts
- Digital (daily postings of what we're doing in the field)

4. **Vote Goal/Voter Contact**

- Vote Goal is 114,000
- These voters voted in the last 3 elections
- Identify the voter contact target universe, and breakdown the universe by:
  - Voters
  - Households
  - Telephones
  - Mailboxes
- Manage voter contact programs such as phone banks and door-to-door canvassing

- Manage voter registration, absentee ballots and early voting programs

5. **ID Program**

- Prioritize wards and method of contact
- Manage data collection and entry into VAN and NGP

6. **Summer Engagement Events/Community Outreach**

- Cookouts
- Little League Sporting Events
- Small House Parties
- ANC Outreach
- Community Association Outreach
- Contact local unions

7. **Paid Canvasser Recruitment**

- Determine the number of paid canvassers needed to complete field program
- Determine methods and targets for paid canvasser recruitment
- Train, schedule and oversee paid canvassers
- Recruit, train and manage paid canvassers

8. **Method of Contact**

- Doors
- Text
- Phone Calls
- High traffic canvass
- Social media

9. **GOTV Plan**

- GOTV coordination the week preceding the election through Election Day

- GOTV voter contact activities
- GOTV volunteer goals

10. **Election Day**

- Cover all 143 polling locations
- Collect turn out numbers at 10 am, 2 pm and 6 pm
- Phone bank and text all day
- Targeted door knocking based on turnout in each ward

# COUNTDOWN

## 20 WEEKS BEFORE E-DAY

### WEEK 20

### JUNE 17

- Focus on planning, strategy, message theme
- Primary Election Day
- Put a voting district map on the wall so we can see where our volunteers are located
- Focus on recruitment of volunteers for canvass programs
- Prepare scripts to be used for persuasion and GOTV
- Prepare forms to be used by volunteers/canvassers
- Confirm quantity of printed material, brochures, handouts, yard signs etc.
- Continually revise scheduling priorities

### WEEK 19

### JUNE 24

- Organize allies, voter lists with phone numbers and persuadable voter households
- Target wards for door knocking
- Designate precinct captains from volunteers and canvassers
- Set up weekly training sessions each Saturday for volunteers, canvassers and poll workers
- Start getting commitments for yard signs and locations for large and small signs (houses & small businesses)
- Print and distribute flyers for events
- Continually revise scheduling priorities

**WEEKS 18 - 14****JULY 1 - 31**

- Hiring of canvass team
- Training canvass team
- Recruit canvass team captains
- Canvassers will be expected to make calls, send text messages, and knock doors
- Canvassers will hand out and collect absentee ballots
- Set up weekly training sessions each Saturday for volunteers, canvassers and poll workers
- Continually revise scheduling priorities

**WEEKS 13 - 10****AUGUST 1 - 31**

- First persuasion pass
- Door-to-door campaign with Karl and volunteers
- Target precincts for door knocking
- Volunteer recruitment
- Canvassers will ID voters based on issues that are important to them
- Canvassers will gather email addresses and phone numbers
- Canvassers will register voters
- Continually revise scheduling priorities

**WEEKS 9 - 6****SEPTEMBER 1 - 30**

- Second persuasion pass
- Target precincts for door knocking
- Do a targeted mailing with return volunteer postcard
- Continually revise scheduling priorities
- Put up signs in high traffic area
- Continually revise scheduling priorities

## WEEKS 5 - 2

## OCTOBER 1 - 31

- Third persuasion pass
- Begin GOTV preparation
- Start recruiting Election Day volunteers/poll workers
- Have poll workers assigned to polling where they vote and know people
- Set up weekly training sessions each Saturday for volunteers, canvassers and poll workers
- Door-to-door campaign with Karl and volunteers
- Continue coffee clutches and recruit and train poll workers
- Open phone banks
- Continually revise scheduling priorities

## FINAL WEEK

## NOVEMBER 1 - 5

### GOTV

- E-DAY Polling Places
- Phone program
- Text program
- Finalize phone bank list for GOTV
- Begin GOTV 2 days before election
- Karl at busy intersections with volunteers handing out literature to increase visibility
- Begin arrangements for transportation to polls
- Continue to recruit, train and assign poll workers
- Have poll workers begin to pick up poll bags with signs, lapel stickers, poll cards inside along with instructions on what to do and say and how to fill out the turn out cards at 10am, 2pm, 6m
- Continually revise scheduling priorities

## DAY BEFORE THE ELECTION

- ELECTION EVE PEP RALLY
- Have poll workers pick up remaining poll bags
- Have precinct captains pick up yard signs and banners and place them at polling places the night before Election Day
- Confirm all poll workers and their respective polling locations

## ELECTION DAY GOTV

- Coverage of all 143 polling places
- Volunteers drivers Needed: 25
- Poll workers Needed: 143
- Collection of turnout numbers at 10am, 2pm, 6pm
- Conduct phone banks to drive people to polls
- Targeted door knocking based on turnout in each ward
- Send text messages and tweets all day
- Have Karl visit his polling place early with donuts
- Have Karl work the largest polling place in the district personally
- Upload images of Karl voting and visiting the polls throughout the day
- Have precinct captains distribute lunch for all poll workers

# UNIVERSE

				MAIL
WARDS	TARGETS	DOORS	PHONES	BOXES
Ward 1	12,042	6,438	9,766	9,942
Ward 2	8,964	5,662	7,531	7,579
Ward 3	17,948	11,681	13,265	13,346
Ward 4	19,577	10,599	13,696	13,969
ward 5	15,753	9,620	11,938	12,150
Ward 6	17,724	9,910	13,783	14,026
Ward 7	13,355	8,625	10,415	10,588
Ward 8	8,974	5,309	7,265	7,384
<b>TOTAL</b>	<b>114,337</b>	<b>67,844</b>	<b>87,659</b>	<b>88,984</b>