

The Get Out the Vote (GOTV) portion of the election runs from the end of April until Election Day on May 17th.

The purpose of GOTV is twofold: 1) Continue adding to the number of confirmed supporters you identified during the Persuasion phase 2) Make sure all the people who committed to voting for you actually show up to the polls on Election Day.

About 15 hours of canvassing during GOTV should do the trick, and you should plan to spend the full day on Election Day talking with voters at the polls and contacting your supporters who have not yet shown up.

## FINAL CANVASSES

The three weekends before the election, especially the weekend right before, are the best and most important times to connect with voters because the election will be fresh in their minds.

During the GOTV period, you should aim to contact each of the party voters in your division at least once. These conversations will be a lot like those you've had to date, but you should continue to refine your pitch based on the themes and issues that emerge in conversations with voters.

It is important to remind voters specifically about Election Day, including the date (May 17th), and ask about their plan to get to the polls. Studies show voters who are prompted to think through when they'll go to their polling place have a higher likelihood of following through.

As always, make a hard ask: "Can I count on your vote on May 17th?"

## CAMPAIGN VIA EMAIL

It's never too late to start collecting emails from voters (see: Persuasion 101). During GOTV, send out two or three emails to voters who shared their contact info with you, with some basic information about yourself, the office, and the race, and reminders about the May 17th election.

The day before the election, send out a final email reminder with your button number. This email list will be an invaluable way to connect with voters after you're elected, so we highly recommend putting in the extra effort to collect contact info at the door.

## CAMPAIGN VIA FACEBOOK

The committee person race is at the bottom of the ballot, so you need to prep people to find your name. You also need to make sure voters know it's an exciting and competitive race. Changing your profile pictures to your division or campaign logo, or including your division number in your display name on Twitter, will help boost the signal on your race and committee person elections in general.

## WINDOW SIGN

Many of your voters regularly walk by your house, so think about printing a window sign. The sign should include your name, ward/division, button number, and that you're running for committee person. If you have a slogan, add that too. You can get an 11" x 17" poster from most print shops. Just make sure to use a high-quality image for your design.

## BLOCK PARTY

One of the best ways to connect with lots of voters is by throwing a block party on your street. To throw a block party you need to collect signatures from 75% of the households on your block. The form is available on the Streets Department website.

Use the process of collecting signatures to talk with neighbors about your committee person election, and share your literature with those who are supportive. At the block party, set up a table with snacks or drinks, and include a stack of your handouts for neighbors to grab. And when you're chatting with folks, make sure to mention that you're on the ballot and ask what you could do once elected that they would find helpful.

## GET A POLL WATCHER CERTIFICATE

You need a poll watcher certificate to enter the polling place after you've voted. And you'll want to enter the poll after you've voted periodically throughout the day in order to see which of your supporters haven't voted (see below). To get a poll watchers certificate, fill out and submit a form on the City Commissioners website.

## ELECTION DAY PLAN

It's a long day, so dress for comfort, and bring water and a chair. Arrive at the poll by 7am for the morning rush.

Your primary goal on Election Day is to make sure your voters **turn out** and vote. Your secondary goal is to convince undecided voters to vote for you. That **persuasion** happens in conversations outside the polling place.

**Turnout:** Alphabetize your list of confirmed voters by last name. A few times during the day, go into the polling place and ask the poll workers to see their list of voters or the cards of people who have voted. Make it clear that you aren't asking to see the poll book (that isn't legal.) Cross off your 4s and 5s who already voted. Your job is to make contact with all your voters who haven't yet voted and make sure they get to the polls before 8 pm.

**Persuasion:** As voters walk by at the polling place, ask if they know who they are supporting for committee person. Be friendly and direct but not pushy. If they don't know who to vote for, introduce yourself and the office, and hand them your lit. If there is more than one division that votes at your polling place, print a map of your division. Use the map to determine if undecided voters live in your division.