RNC STATE PARTY STRATEGIES

DATA GUIDE
FOR COUNTY PARTIES

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INTRODUCTION

In our age of supercomputing and instant interconnectivity, 'data' is a buzzword that you'll often hear thrown around in casual conversation. In a world that is projected to generate 181 zettabytes of data in 2025, it's easy to become overwhelmed when thinking about how to apply data to the field of politics. This guidebook is designed to be both a quick reference guide and a blueprint for building and improving data operations for a state party of any size. Much of what is discussed here will be dovetail nicely with the data recommendation that are part of GROW (Growing Republican Organizations to Win), as the GROW program is designed to help state parties accomplish their goals by incentivizing best practices. This is also intended to be a living document, to be updated in the future with input from state parties on what has worked, as well as the additional terminology and concepts as this rapidly changing field continues to develop.

State parties are uniquely well-positioned to benefit from the use of strategic data. While campaigns and candidates come and go over the years, the state party can build out long-term data infrastructure that will serve as a critical resource for future operations at any level.

The field of political data itself hasn't been around for long, as no political organization had ever assembled a nationwide voter file until the RNC did so in 1992. In 2001 we began appending additional information to the voter file, including consumer data. In 2003, the concept of grouping voters into segments based on similarities was developed, which allowed campaign shot callers to more easily batch messaging to like-minded voters. The concept of microtargeting was further refined over time, and in 2014 the RNC begin creating individual predictive scores for each registered voter. At the time of this writing, RNC Data continues to craft and refine our National Voter Scores project, something that will help every state party and campaign nationally.

We'll dive into all these terms throughout this data guide but the takeaway here is to illustrate that this field continues to be dynamic, as we here at the RNC and in the larger Republican data ecosystem experiment and innovate our way to a permanent data advantage over our opposition.

That being said, it's important to note the limitations of data in political operations. Not every piece of information is actionable, and at times it can be tough to isolate the signal from the noise. The RNC encourages Republicans to run data-driven campaigns, meaning data should be at the forefront of every strategic and tactical decision made in a race, but data alone cannot win an election. One could have the most sophisticated data operation in the world, but if you haven't raised the funds it doesn't matter if you know the right voters, or which message resonates with each of them individually. When it comes to effectively using data as a state party, it helps to work backwards: A.T.A.D.

> Acquire – relevant data
> Target – the subject of your campaign
> Analyze – the results of your campaign
> Distribute – your findings to relevant stakeholders

Smart practices and a strong data foundation will help make every other facet of your state party's operations run smoothly. We've written this guidebook so you may better understand how to effectively use data as part of every aspect of your operation, let you know who to contact for assistance, and help you tap into the wealth of data resources that are available to you, completely for free.

KEY CONCEPTS

Data Training, Voter Contact Tools, and Voter File Interfaces

Data training, in its simplest form, can be an introduction to the products and services RNC Data offers, or as extensive as showcasing how to pull specific universes of voters for the desired use case. These data trainings can take place either virtually or in-person depending upon the state party's preference.

There are a couple assets that the RNC Regional Analytics and Strategic Data team members can train you on. The first is your Voter File view, commonly known as your Data Center, such as GOP Data Center or Campaign Sidekick Delphi Data Center. Each of these assets can provide significant value to your political and field teams by being able to locate, track, engage, refine, and deploy the two most important things to a state party (or campaign) – time and money – more efficiently. Taking time to host and provide data training to your senior leadership, field staff, organizations, campaigns, and vendors in your state will ensure you are maximizing value from your team and utilizing all the data resources available. The result is a constant flow of new data, increasing efficiency of dollars and staff hours.

Data Center:

A data center is a vendor platform where users have access to their state's Voter File in a way that allows them to create lists using a query tool, look up individual voters, and manage data access for their users. Each data center must pass an RNC review and meet all requirements before becoming an integrated application.

As a county party administrator, you can work with state party to choose your preferred Data Center. The GOP Data Center by FLS and Campaign Sidekick Delphi Data Center have the same data available, just different user interfaces (UI). It's simply a matter of preference and format for how you would like to utilize their unique layouts and tools to access the same data.

Within either Data Center, you can add, manage, and update users & organizations. Depending on the user or organization's permissions, you can view individual voters, pull voters' lists, and manage/upload tags. Datasets available to utilize within your data center include Voter File data, absentee and early vote data (AB/EV), voter scores data, geographic data, and tags. Each data set has a multitude of variables you can "toggle" to view and utilize. The Strategic Data team can tailor trainings on your data center and provide helpful guides and best practice documentation to ensure successful implementation.

Voter Contact Applications:

Voter Contact applications are the tools used for voter outreach, including phone calls, door-knocking, and texting. Each application will have an admin interface to manage campaigns and volunteers, and a separate user interface for users and volunteers to conduct voter contact. Similarly to Data Centers, Voter Contact Applications are vetted by the RNC before becoming approved applications.

Commonly used applications like Advantage and Campaign Sidekick enable you to cut organized walkbooks or call lists. These applications are easily accessible for field and political staff and allow data during voter contact to flow directly into your existing infrastructure – ultimately enhancing your already existing file and targeting methods. The Strategic Data team can tailor voter contact app trainings, and provide helpful guides and best practice documentation to ensure successful utilization.

Absentee and Early Voting (AB/EV):

Absentee and Early Voting, which is also referred to as convenience voting, includes the following: early in-person voting, mail-in voting, absentee voting, UOCAVA, and vote-by-mail. Convenience voting has been gaining popularity in more recent cycles, and the majority of ballots are cast before Election day in a number of states. As a county party, tracking this is crucial to determining how things are going in the election and driving your Get Out the Vote (GOTV) efforts.

It is vital for the county party to keep track of absentee requests, absentee returns, and early in-person voting so they can keep their stakeholders informed on the state of the race, as well as create robust, targeted AB/EV Push and AB/EV Chase programs. This will help ensure that party money and resources are being put to good use, and not being used to contact voters who have already voted. This is also a good way to create more buy-in from key stakeholders, as they will want to know how their candidate is doing day over day.

As a part of RNC Data's available resources, AB/EV data is tracked, analyzed, and provided free of charge to ensure all forms of voter contact are done in an efficient and meaningful way. We look at the historical data to determine when people are expected to vote, we track daily returns to measure progress, and we push data in real time to all RNC approved applications so field teams are never waiting.

Related Terms

AB/EV: Absentee and Early Vote – this refers to "convenience voting," which is growing in popularity nationwide. This includes early in-person voting, mail-in voting, absentee voting, and even 100% mail voting states.

AB/EV Push: This phrase refers to a technique used to find voters likely to vote absentee (or by mail or early) based on their prior voting behavior and "push" them to vote by sending them turnout related material.

AB/EV Chase: This is a technique used to find voters who have requested a convenience ballot but have not returned it yet so that we can contact them to remind them to turn in their ballot. Some states refer to this process as ballot harvesting. The legality of such activities are subject to state law, and it is important you know the relevant statutes in your jurisdiction.

UOCAVA: The Uniformed and Overseas Citizens Absentee Voting Act. This refers to ballots that are cast by military service members and US citizens who live abroad.

Vote by Mail (All-Mail): A ballot is automatically mailed to every eligible voter (no request or application is necessary). Polling places may also be available for voters who would like to vote in-person with their mailed ballot.

Absentee Voting: All states will mail an absentee ballot to certain voters who request one. In two-thirds of the states, any qualified voter may vote absentee without offering an excuse and in one-third of the states, an excuse is required. Typical reasons include but are not limited to - illness, disability, older age, and working outside of your county on Election Day. Some states offer a permanent absentee ballot list- once a voter asks to be added to the list, he/she will automatically receive an absentee ballot for all future elections. It is important to be aware of how the absentee voting laws are written in your state, and to track any potential changes in state legislature.

Early Voting: This permits citizens to cast ballots in person – without an excuse - at a polling place before an election. Typically, Early Voting is conducted at county Board of Elections offices as well as satellite offices such as schools, gyms, rec centers or county-owned property.

In-Person Absentee: This is synonymous with early voting, except conducted entirely by a no-excuse required absentee ballot. A voter will arrive at their local county Board of Elections (or early voting site), request an absentee ballot in-person, return the request, and be handed an absentee ballot. The voter can then submit their ballot immediately and on the premises.

Integrated Vendors

The RNC is committed to expanding the variety of products and services available to users. The integrated vendor programs allow Republican vendors to partner with the RNC to offer new technologies and services to State Parties. Applicants become an integrated vendor by submitting a seven-point application plan that meets all RNC technical, security, and user requirements, and integrates with the RNC data infrastructure to benefit the entire network. Integrated vendors can offer a data center and/or voter contact application.

Integrated Voter Contact Applications: Voter Contact Applications are the tools used for voter outreach, including phone calls, canvassing, and peer-to-peer texting. Currently, seven applications are integrated for voter contact:

- Advantage
- Campaign Sidekick
- Numinar
- Voter Science
- Buzz360
- RightImpact
- Vottiv

<u>Non-Integrated Vendors:</u> Vendors that do not meet the RNC's technical, security, and user requirements, or do not integrate and share with the RNC's data infrastructure, are not integrated. Some vendors have not been integrated because of their unwillingness to share and integrate with the RNC and Republican data ecosystem at large.

Targeting

Targeting is the process of using data to identify groups of voters for a specific purpose. Targeted groups of voters are sometimes called 'audiences' or 'universes'. Any time a candidate or a party is engaging in voter contact (for example by mail, phone, or door-to-door), targeting can hone the list of voters to talk with, saving resources. For most cases, a tool like GOP Data Center or Delphi gives you access to create and use audiences and universes.

The enhanced Voter File and consumer data are the foundation for most targeting decisions. The enhanced Voter File provides targeting that fulfills needs, like "all registered Republicans in Lincoln County with a cell phone number" or "senior citizens who have not voted in a primary but vote in most generals". Consumer data can provide targeting for needs, like "all voters with a high net worth and a history of giving to conservative causes" or "all voters with at least 2 kids in the house".

Modeling is a tool used to make more efficient targeting decisions than can be made with only the enhanced Voter File and consumer data. Modeling picks out the best combination of attributes on the enhanced Voter File and consumer data to identify the groups of voters with the best chance of being the type of voter we want to communicate with for a specific purpose. Models typically are built for partisanship, turnout, and key issues.

Modeling requires a significant investment, and it performs best when designed to meet the expected needs of an audience. For this reason, modeling may not be available for every kind of targeting that a county party chooses to engage in.

In some cases, various county or state agencies make available (either directly or by FOIA) additional datasets that help make even better targeting universes. For example, in some locales, hunting and fishing permits and licenses are public information.

Role of Targeting in the Republican Data Ecosystem

Broadly speaking Republicans use targeting for many purposes, including:

- Get-out-the-vote voter contact (GOTV)
- Persuasion voter contact
- Candidate selection
- Donor prospecting
- Event turnout
- Monitoring key segments of the electorate
- Planning and budgeting
- Volunteer recruitment

For each of these purposes, effective targeting helps determine the scope and scale of communications, and ensures that the right message hits the right voters.

Polling

Polling is the process of asking a representative sample of the population questions to better understand the opinions of the whole. In polling, we seek to answer the question: "What does group X think about Y?" Polling is best used for message testing, candidate name ID, and horse-race ballots given that it measures the electorate and not the individual. This is a prescriptive data tool meant to sharpen broader campaign strategies within the county party's structure.

A vital component of polling is making sure the sample is reflective of the expected electorate. While polling is a snapshot in time, it's important to be polling to the electorate, not the general population. When looking to hire a pollster, ask for a Request for Proposal (RFP) with a breakdown of costs and deliverables so you know what you are paying for and what you are receiving. Once you receive results, your pollster will provide an analysis, but you should also dig into the poll and look at both the topline results and the crosstabs (especially among key voting groups within your electorate).

Role of Polling in the Republican Data Ecosystem

Accurate polling is a critical component of a campaign operation or county party; however, polling is not a silver bullet – voter contact wins votes, polling only instructs it. As we saw in the 2020 cycle, many public polls missed the mark at the top of the ticket and all the way down ballot. Always take public polling, polling sponsored by news organizations, and polling conducted by academic institutions with a grain of salt as they do not operate as good and fair actors and they operate outside of the Republican Data Ecosystem.

Related Terms

Survey: The process of contacting a group of people to find out their opinions on an issue or candidate. The instrument or script for the survey lists the questions asked to voters in a certain universe to use in a polling or modeling project. The wording of a survey question is important, as the specific language used can influence the outcome of the question towards one answer or another if the author is not careful. Questions that are typically included in a survey are generic ballot, named ballot, head-to-head ballot, candidate name ID, right direction/wrong track, presidential job approval, the incumbent's job approval, message testing, an informed ballot, and demographics. There are several different types of surveys - the main types are baseline, benchmarks, and brushfire surveys.

Baseline: This is typically a quick, first poll that is conducted. This poll is meant to show the early metrics in a race. It also shows the viability of a race in its earliest stages. You don't always have to do a baseline, but if you do, it should be first.

Benchmark: This is a message testing poll. This poll will include typical survey questions such as ballots, name IDs, and job approvals, but will also include several message testing questions following the initial ballot question. Message testing questions range from specific policies to positive messaging on a Republican candidate, negative messaging on a Democrat candidate, and vulnerability testing on our own Republican candidate so we know how to inoculate attacks. Benchmarks will typically have an informed ballot after message testing to see how the message impacted the electorate in the vacuum of the poll.

Brushfire: This type of poll is typically used by campaigns and state parties once active voter contact efforts begin. These are shorter polls meant to validate or reject messaging to key audiences within the electorate.

Similar to the baseline survey, key metrics such as ballots, candidate name ID, and job approval will be included, however these surveys do not typically include message testing. Brushfire polls will also measure the saturation of the candidate's messaging and whether voters are more or less likely to vote for the candidates based on said messaging.

Respondent: Someone who responds to a poll that is read to him/her via phone or online. A respondent is usually a registered voter included in the polling sample.

Sample: A group of people or registered voters who are randomly selected for a survey. The sample should be designed to reflect the population as a whole.

Live Caller: A poll read out to the respondent by a human being, not a recording or computer.

IVR Poll: Stands for "interactive voice response". A type of survey that is conducted by an automated recording instead of a live human asking questions.

Sample Size: This is the count of people or registered voters that are in the sample. It's important that the sample size be large enough to accurately scale up the results of a poll to the correct size of the electorate. Usually represented as N= (a number). Typically, the sample size on survey results will only show the number of registered voters who responded to the survey, not the total number of registered voters who were contacted.

Generic Ballot: A ballot question on polls that asks if a voter will vote for the Republican candidate or Democrat candidate, without including names, in an upcoming election. It gives insight on a voter's likelihood to support an unnamed Republican candidate in an upcoming election. This is a good proxy metric that can be used as a stand-in in places where we don't have named ballot information, or for down ballot Republicans. This is used in both polling and modeling. For example, a generic ballot question reads as, "If the election for U.S. Congress were held today, would you vote for the Republican candidate or the Democrat candidate?", and it usually includes intensities like "definitely", "probably", and "lean". The generic ballot serves as a way to identify voters who would vote for a Republican regardless of a candidate's specific position on issues or his/her name ID.

Named Ballot: A ballot question on polls that lists all candidates running in an election and asks voters who they will vote for among these candidates. Named ballot questions are more detailed than a generic ballot and include intensities like "definitely", "probably", and "lean". This can also give insight into a candidate's name recognition and reputation without directly asking these questions.

Head-to-Head Ballot: A ballot question on polls or modeling surveys that lists the names of a Republican candidate and a Democrat candidate for a specific office and asks which of these two candidates the voter is more likely to vote for. Head-to-head ballot questions are more detailed than a generic ballot and include intensities like "definitely", "probably", and "lean". This can also give insight into a candidate's name recognition and reputation without directly asking these questions.

Net Ballot: This takes the Republican ballot and subtracts the Democrat ballot to get a composite score that, unlike a named ballot or generic ballot, can be negative. It's usually represented as "R+3" or "R-3". For example, R+3 means that the Republican is leading by 3 percentage points.

Sampling Bias: This is the concept of a polling vendor inadvertently including too much or too little of a certain group of people in the sample, influencing the results of the poll. An example would be if 45% of respondents to a survey were Hispanic when the district being polled is 68% Hispanic.

Name ID: Refers to the concept of name recognition for a particular candidate or issue. This is tested on a poll or in a modeling survey by asking if a respondent has a favorable, unfavorable, or no opinion on an individual or issue.

Message Testing: A question meant to gauge the level of support (or lack thereof) of a policy, a candidate's position, or opposition research conducted on the Democrat candidate. These questions are meant to help shape and craft long and short-term messaging for a campaign. These types of questions are typically included in a benchmark survey.

Issue Matrix: This is a question designed to find which issues motivate a particular voter the most. For example, "Rate the following issues in order of importance to you, on a scale of 1 to 5: Taxes, Jobs and the Economy, Gun Control, Education, Climate Change".

Informed Ballot: A variation of the ballot question, used mostly in polling, asked after a series of messaging related questions to determine if any particular messaging test has influenced the voter's opinion on a particular candidate.

Fielding: The process in which a pollster or a modeler dials through the sample of their project to collect survey responses. The length of this process is dependent upon how large the sample size is and how difficult the sample makeup is to reach.

Toplines: The topline results show the overall number of each question response asked on a survey among the entire sample.

Crosstabs: A polls' results that go further in-depth, grouping voters by demographics and geographics, including age range, gender, income, county, and other features.

Verbatims: These are responses to open-ended question was asked. The deliverable includes lists of the actual responses from the respondent that were given, as typed by the live operator recording the response.

Modeling & RNC Voter Scores

Predictive modeling, also known as RNC Voter Scores, are used to predict the behavior and opinion of every single individual voter in an upcoming election. They are used to predict each voter's likelihood to support a particular candidate, cast a ballot in the election, or hold a certain opinion on an individual policy issue. These predictions are used to create custom targeted universes and create a pathway to victory for candidates up and down the ballot.

Voter Scores are created by fielding large scale surveys across multiple nights using phone calls to voters via landline and cell phones. After the data is collected, the massive RNC data warehouse is leveraged to build a foundational profile of each voter. This data includes consumer data, voter contact, and donor and digital interactions. Advanced statistical algorithms are then used to create an individual score for each voter.

While polling and Voter Scores both involve fielding surveys to the voting population, polling is meant to predict the opinions of the electorate as a whole, while Voter Scores are meant to attach a probabilistic value to opinions an individual might hold. Additionally, polling is best used for message testing, candidate name recognition, and overall horse-race ballots while Voter Scores are best used for targeting and identifying unique voter segments. A smart political operation uses both methods of research to achieve it's end goal rather than simply relying on one or the other.

Voter Scores save money on expensive ID programs and cut wasteful spending on voter contact by efficiently targeting voters. The average cost of an ID for traditional voter ID programs is roughly $6. RNC Voter Scores provide a predictive ID for every voter at no cost to campaigns and state parties. Additionally, voter contacts toward Hard Democrats or voters unlikely to vote can be wasteful in both time and money. Voter Scores allow us to efficiently target, so we're only talking to the people we need to win on Election Day and who have the best return on investment for an individual voter contact.

Voter Scores can provide a foundation and a reference for a campaign or state party's own modeling projects. The more high-quality data we have as a party, the more efficient we become in helping elect Republicans to office.

Related Terms

Universe: Voters grouped together based on any number of commonly shared attributes either demographically or via voter modeling. Typically, universes are created in order to contact voters via turnout or persuasion messaging, or to monitor to see if their opinions change or they show up to the polls.

GOTV Voters: A universe of voters who are low to medium likely to vote and are highly likely to support the Republican candidate. Traditionally, these voters have needed multiple contacts in order to turn out and vote.

Propensity: The likelihood that a voter will complete their role in the election cycle by successfully casting a ballot. Represented as a value between zero (will not vote) and one (statistically certain to vote), on the Y-axis of the Universe Grid Matrix.

GOP In the Bank Voters: A universe of voters who are highly likely to vote and are highly likely to support the Republican candidate. These voters should be monitored and contacted but should not be the focus of persuasion or GOTV messaging. These voters are great prospects for donations and volunteering.

Swing Voters: A universe of voters who are highly likely to vote but are not likely to support any particular candidate. These voters are likely to vote and we need them to vote Republican. They are prime targets for persuasion messaging.

Deadweight Voters: A universe of voters who are unlikely to vote and not likely to support any particular candidate. These voters need to be convinced to cast a ballot AND be persuaded to vote Republican. They have a low return on investment for voter contact and should generally be left out of voter contact efforts.

Sample Size: This is the count of people or registered voters that are in the sample. It's important that the sample size be large enough to accurately scale up the results of a poll to the correct size of the electorate. Usually represented as N (a number). Typically, the sample size on survey results will only show the number of registered voters who responded to the survey, not the total number of registered voters who were contacted.

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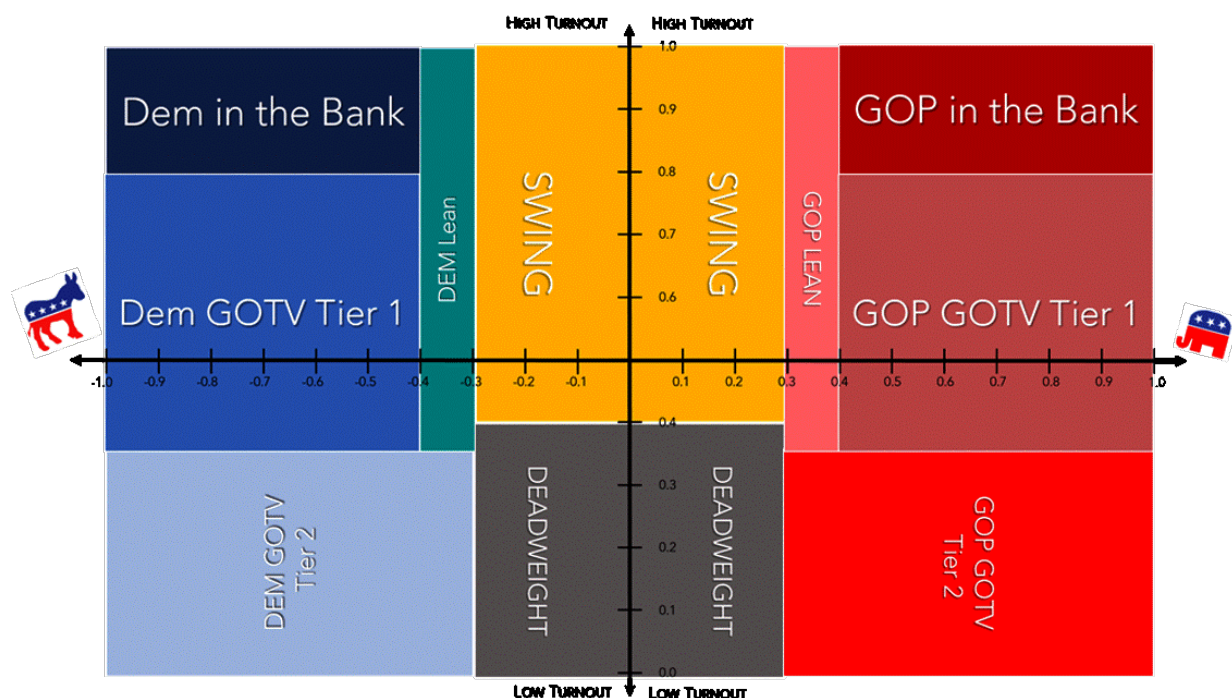
Consumer Data and Other Data Sources

In addition to collecting the national Voter File, the RNC also purchases or sources additional data from public and private inventories. Chief among these are national consumer files. The RNC currently works with two of the largest consumer data firms in the United States: Data Axel and Acxiom, who provide individual level customer data that includes: personal identifying data, psychographic data, transactional data, demographic data and personal financial data.

Outside of consumer data and Voter File data, the RNC proactively collects disparate or third-party data lists that can be sourced from various organizations which can be leveraged in our targeting and political programs. Often times, these are raw data sets that the RNC will cleanse and standardize so they can be joined to the larger RNC voter inventory. These lists can range from publicly available state lists, like sportsmen licenses, to private coalition lists, like church or union membership.

Best Practices

These datasets can be leveraged by state party members and local activists for use in voter targeting and universe creation, particularly in states where there is limited data available on the Voter File. Consumer and disparate data sources help fill in several gaps on low information voter files including, but not limited to, race, religion, age, gender, and political/issue donation history. While this data is not a perfect replacement to identifying data points verified in the field or more robust models, the RNC offers these expensive data sources to our state partners for free and they are great options for refining targeting universes outside of just using basic targeting variables, like RNC Calculated Party, or standard demographic/geographic data.

Additionally, because the consumer data contains numerous financial and spending history data points, it becomes a great potential resource for growing your small dollar or general house donor list. We recommend working with your state party, who can assist with creating a usable targeting list based on the type of potential donor you are looking to contact.

Finally, the RNC can usually match third-party data sources to the state's voter file, so you can connect third-party information back to an individual's voter record. While the match rate will depend on the information included in the third-party list, which can vary depending on the source, the data team will do its best to ensure that they are accurately connecting as many list members to the Voter File as possible. For example, if you hold an event for a veterans' coalition, building and receiving limited information on sign-ups (such as: First Name, Last Name, zip code, state, and city), the data team can match this data to the Voter File to tag these individuals in GOP Data Center or Delphi. This way, you can go back during voter contact or volunteer recruitment efforts and know that these individuals can be targeted on veterans' issues.

Role of Consumer/Disparate Data in the Republican Data Ecosystem

As a whole, consumer and third-party data sources have become pivotal in the larger Republican Data Ecosystem over the last 5-10 years. Consumer data not only helps Republican campaigns subsidize information that is lacking on the Voter File, but it has become a key component in the political modeling process. Numerous data points found in consumer data sources act as variables during modeling, allowing for better pull apart within political models, which in turn allows for the development of sharply defined targeting universes. Additionally, third-party data has become more readily available in recent years – allowing for a better approach to coalition building, particularly on key segments of the electorate that focus on specific issues/legislation as opposed to general partisan branding.

Related Terms:

Consumer Data or Customer Data: All personal, behavioral, and demographic data that is collected by various marketing companies who then sell this information to third-party organizations.

Personal Identifying Data: Any information about an individual maintained by an agency or organization. This includes any information that can be used to distinguish or trace an individual's identity and any other information that is linked or linkable to an individual, such as educational, financial, and employment information.

Psychographics Data: Information about a person's values, attitudes, interests, and personality traits that is used to build a profile of how an individual views the world, the things that interest them, and what triggers motivate them to action.

Transactional Data: Information about an individual's personal transactions, such as purchase and subscription details.

Demographic Data: Data that is statistically socioeconomic in nature such as population, race, income, education, and employment, which represent specific geographic locations. This data is gathered by the U.S. Census, including the PL94 and ACS Data, and is used for research or marketing purposes.

Personal Financial Data: Information concerning a consumer's finances. While public availability is limited, this includes information about a consumer's credit card ownership and stock/money market participation.

Disparate Data: Any data that is essentially not alike, or is distinctly different in kind, quality, or character.

Third-Party Data: Any data collected from a variety of sources by a company with no direct connection to the consumer whose data is collected. Third-party data sources include websites, social media networks, surveys, and subscriptions.

MAIN DATA ROLES

Below are the two main roles in a state party's data operation. While not every state will have a State Data Director, RNC Data has assigned an Analytics team to the entire country that will serve as your de-facto data team. However, even without a State Data Director, every county will need a person or team who serves the role of Data Administrator- regulating who has access to your Voter File in your county.

State Data Director(SDD): This role is generally a paid staff position or a well trained super-volunteer. The RNC deploys State Data Directors in targeted states, and many other state parties employ their own Data Director as well. They are generally responsible for all things data related, including pulling universes and lists, managing voter contact apps and scripts, tracking voter contact activity, and maintaining tracking documentation that updates leadership on state party activity.

GOP Data Center/Delphi State Administrator: This individual or group of people are generally state party staff or highly trained volunteers who have the responsibility to grant or remove access to the state's Voter File user interface, like GOP Data Center or Delphi. This is run by the state- never by the RNC- as this is your Voter File. We recommend that your state take the time to lay out standard operating procedures when granting access to GOP Data Center/ Delphi. It's essential to distinguish how your state will give access to individuals, groups, and campaigns. This process involves determining the level at which access is needed for each specific individual/team. Once access permissions are specified, you will want to identify the geographic level to which each individual/team will need access. Organizing your standard operating procedures concerning this process will allow for easier collaboration with your RAD at the RNC when a new administrator is given access.

DEVELOPMENT STAGES OF A DATA OPERATION

The RNC is proud to offer the absolute best in data products and services to our county parties, and the best way we can continue to improve nationally is by improving in each state. We have summarized the three stages of this progress below.

1. Building a Data Foundation
    - The county party is collecting and consuming data to make data-driven decisions.

2. Intermediate Data Operations
    - The county party is collecting, enhancing, and consuming data to make data-driven decisions.

3. Advanced Data Operations
    - The county party is collecting, enhancing, and distributing actionable data.

BUILDING A
DATA OPERATION

If you are beginning from scratch or had a recent leadership change or staff turnover, start here. It can also be useful for more experienced county parties to review their data foundation every cycle and see what can be improved based on lessons learned. No matter how advanced an operation a county party has, the very best data teams start with a great foundation.

First, reach out to the state party. They will assist you with the following steps in getting started. As mentioned earlier, if you don't have a member of your staff or a super-volunteer willing to manage your data operations, your state party is your de-facto Data Director. **There are several key documents and concepts that you will want to have in place shortly after getting started, and that's where we recommend you start.**

During your conversation with your state party, **ask them for:**

1. **Credentials to your Voter File User Interface:** This could be either GOP Data Center or Delphi. Both are integrated by the RNC Data team and have the same data and information available on the back end, but are slightly different interfaces. It's up to each state's preference to determine which one of these vendors your county will use. We'd certainly recommend getting login credentials for yourself, your staff, and your leadership team to get started- anyone you trust to use their data access appropriately.

2. **Basic training on how to use the Voter File Interface:** The state party will schedule remote or in-person trainings with you and your team on how to use the Voter File Interface to lookup voters and create basic lists. Even experienced users can benefit from a refresher course or more advanced training.

3. **A list of the current active users of your Voter File Interface in your state:** Between election cycles, various campaigns and staff members can accidentally continue to have access to the Voter File, even if their campaign has ended or they are no longer on payroll. Using this list, you can let your state party know who should or should not still have access to the Voter File and they will show you how you can remove them if you decide to.

Next Steps:

<u>Decide who on your staff or on your team will serve as the State Administrator for your Voter File User Interface.</u> The responsibility of granting or denying access to the Voter File for users for an entire state is important, and we highly recommend this individual or team receive additional training from the Strategic Data team. This is an essential role and the responsibilities must be managed by someone in your organization.

<u>We recommend that your county party put into place a "Data Access Agreement" as soon as possible.</u> This document serves as a contract between the potential user of the Voter File and the state party, and we have attached an example in the appendix of this document. You can make this agreement as simple or as complex as you'd like- but either way, we recommend having one so you have an easier time removing users who are abusing their data privileges. Many states require users to fill out an application before receiving the access agreement to sign. As a county party, you can also require users to sign a new form if they'd like to continue to have access.

Additionally, we recommend assembling a **comprehensive Data Access Plan.** These are general guidelines for whom in your county can access your Voter File- and we recommend you put it in writing. Potential users can include staff, campaigns or caucuses in your districts, activists, and potentially vendors- but be very cautious with including vendors in particular, as their interests may not always align with yours. It's also important to consider how to handle Republican primary campaigns. You will have the ability to silo off different Republican campaigns for the same district so that while the campaign is going on, neither team will be able to see what the other is doing or the tags or data that they get back from voter contact in the field. We do not recommend charging money for access to your Voter File, as this may violate your terms of the Data Access Agreement that is in place. We have attached a sample Data Access Plan in the reference documents of this guidebook.

Both GOP Data Center and Delphi allow state administrators to manage how many tools an in-state user has access to on their system and **we recommend giving users only as much access as they need.** If they are requesting additional access, make them state what they are going to use it for. Your state party will work with you to craft user roles that will fit your plan. For example, you may want activists or volunteers for a campaign to have the ability to lookup a voter's registration and address, but not put together lists. You may only want them to have access to their precinct or the legislative or Congressional district their race is in. However, you may want the campaign manager for that race to be able to put advanced lists and counts together. Your state party can help you set up these roles and responsibilities so that your State Administrator can control who has the ability to do what - including geographic permissions.

Finally, we recommend **utilizing a donor-management software** to track your donors and their contact information. Spreadsheets alone are generally more prone to error, more difficult to pass along during a transition, and don't integrate directly with compliance software or systems.

INTERMEDIATE DATA OPERATIONS

Once you have a solid foundation, we recommend beginning to integrate data into every aspect of your operation and decision making. As previously mentioned, data itself is not a crystal ball and won't win you an election on its own; but if properly utilized, it will make every aspect of your operations more effective and more efficient. We have included some examples of how to use data well below. All of these examples would be provided free of charge to your state party by the RNC.

Finance and Data:

Raising money is one of the most important aspects of a county party- and one of the most challenging. We can't pick up the phone and make calls for you, but what we can do is help you have the best lists of potential donors and the most accurate information about them available when you do make that call. However, we can only work off of your donor file, so the organization and hygiene of your donor list will affect these efforts.

1. Donor File Review:
   - Look at your donor record and housefile to determine the patterns of who already gives to you and find similar people who are not yet giving to you.

2. Major Donors:
   - Contact your state party to ask for potential major donor lists. They can help assemble potential high net-worth prospects based on consumer data and give you the best phone number for them, if available.

3. Small Dollar Donors:
   - In the same way as above- contact your state party and let them know that you're looking for small dollar direct mail or phone donors. The RNC Finance Data team can pull potential new small dollar donors for you, and assemble a mail or phone list to be used by your vendor.

4. Events:
   - If you are having a large annual event or other big fundraiser and are looking for new people to potentially include, contact your state party and they will work with our Finance Data team to find potential donors who may be interested in your event based on the guest speaker, location, venue, theme, or the candidates you will have there.

Fundraising is important to every county party because you cannot spend what you haven't raised. However, fundraising is challenging because it requires a large investment of human and financial capital.

Finance data should be implemented in three waves – Data Hygiene, Data Appends, and Prospecting Lists.

1. Data Hygiene – The RNC recommends that all fundraising data is kept in a queryable database so it is not only easier for you to store and organize your data, but it is also easier to comply with FEC and State/Local Laws regarding Financial Disclosure and Fundraising Reporting.

Each donation should have the full name of the donor (including prefix and suffix), the donor's address (including apartment number where applicable), the donation amount, the donation date, the donation method (cash, check, online), and the donation source. The donation source (why this donor was prompted to donate) is a key data point each state party should be collecting for every donation. This data point will help us better target each donor for future donations. For example, if a donor gives five times online and has been sent two direct mail pieces without response, the county party doesn't need to spend money contacting this person by mail anymore and should focus on reaching them digitally.

Not only should the data be organized, but it should also be clean. Clean data entry takes longer at the beginning, but saves the county party time in the long run. Clean data allows you to accurately de-dupe and analyze your database so you can create aggregate donor profiles to track the lifetime giving history of each donor.

2. Data Appends – Once your data is cleaned and organized, the Finance Data team can append additional columns so that you learn more about each donor. Some examples of data that can be appended are:

- Vote History for Primary and General Election
- Age
- Income
- Wealth
- Value of the donor's home
- Value of the donor's second home
- Number of people who live in the home
- Support of Republican Issues (Pro-Life, 2nd Amendment, Immigration, etc.)
- Golfer
- Country club membership

This appended data should be used to make sure that your donors are giving their maximum contribution. For example, if a donor has given you $20 in the past online and their appended data shows they have a net worth of over $2 million donors, the state party should ask the donor for another donation of $1000 + because they have that capacity to do so.

Data appends can also be used for donor messaging at the small or major donor level. If a donor's appended data shows they are very passionate about the 2nd Amendment but are not passionate about economic concerns, then you should use messaging about guns, not tax policy.

3. Prospecting Lists – After you have maximized the capacity of your donor file, it is time to bring in new donors to your organization. Prospecting lists can be broken up into two categories – qualified and unqualified leads. Qualified leads are individuals who have never given to you in the past, but have interacted with you/your brand through direct mail, online (social media, email, etc.), or volunteer outreach. Unqualified leads are leads generated through cutting a universe of likely donors using the RNC Voter File, consumer data, and voter score data. Qualified leads have a higher ROI than unqualified leads because the individuals have already shown support of your county party.

Role of Finance Data in the Republican Data Ecosystem

By using data to help your county party fundraising efforts, you are raising money smarter. You are devoting the minimum number of resources to make the maximum return on investment. These funds you raised can then be allocated using data to determine the best use case for every dollar spent to target the voters you need. By maximizing the value of every dollar, you can spend money on more projects than you would if you budgeted purely on contacting every Republican voter in your county.

Related Terms

Prospecting: This is the process of selecting individuals who, for any number of criteria, may become new donors based on creative contact or messaging.

House File: This is an organization's list of donors who have given within the past 12 months.

Lapsed Donor: These are donors to your organization who have given in the past but have yet to give this year.

Donor Capacity: How much a donor can afford to give based on income, wealth, and age.

Communications and Data:

Delivering your messages to the right voter at the right time is an important part of winning campaigns. Below are some ways that using data can improve your communications efforts.

1. Message Targeting:
   - Reach out to your state party and ask for the top issues for the voters in your county. Have them group it by media market to discover what areas you should focus on for each issue set. For instance, through using data, you may discover that a certain issue resonates more in a specific district in your county. In order to more effectively target these voters, you now may try to book media and place op-eds in that region's press.
   - Keep in mind- issue saliency changes over time and you should check in with Data frequently for updates.
   - Data can also help underline your messaging. "Recent polling indicates that 60% of X voters approve of Y" will always sound stranger than "I think Y," and be more likely to be quoted by the press.

2. Optimizing your messaging:
- •If you are having a press event or media advisory about a certain issue, contact us for a list of voters (either local to your event or statewide) who would best respond to hearing about that issue.

- •For example, if there's a rally on gun rights, we can send you a list of people to contact. This is often referred to as "crowd building". You could use this list to notify the voters prior to the event or as a follow-up post-event.

Digital and Data:

County parties can utilize data in a variety of ways to improve or supplement digital efforts.

1. Targeted audiences:
- • These can ensure the intended group is reached with the right digital messaging. You can use data to create audiences based on consumer data, issue-based modeling, vote history, vote method, vote frequency, and several other combinations or items.

2. Dynamic universes:
- • You can use data to optimize your universes for active digital ad campaigns or to serve different ads to different groups of voters. One example of this is using the AB/EV list of voters who have already requested a ballot, removing them from your AB push universe, and switching them to an AB chase universe. This will save you money and more effectively target voters.

3. Gathering information on key target areas:
- • Data can be utilized to inform you on key target areas that digital services no longer make available. For instance, on Google ad services you can no longer utilize their zip code dataset to target your messaging; however, you can utilize your own zip code list to identify which areas are best to serve your ad. This will let you use zip codes you receive from RNC Data for targeted messaging and allow you to save money by excluding heavy Dem zip codes.

Political and Data:

Data can assist in every aspect of campaigns and political operations. Examples include setting vote goals, knowing what you have to do to win an election, and finding pathways to victory by setting voter contact schedules. You can contact your state party for any of the following:

1. Voter Contact Applications:

- • Political operatives use RNC Data approved Voter Contact Applications for targeted voter contact like door knocking or phone calls. Using an app has many benefits over the old style of paper walk books- including that the information gathered is used to improve your data operations going forward with every contact that we make.
- • You can also track which staff or volunteers are actually doing what they claim to do. The app makes it easier for the user to find which household to knock on using GPS mapping.

2. Trackers:

- Data can help your political operation keep track of volunteer or staff activity and metrics; a well-designed tracker is able to inform stakeholders of the current status of volunteer contact or other goals on a daily or even hourly basis. This can include your volunteer list, to help you determine the best utilization for your volunteers.
- An example of a tracker is in the reference section of this document.

3. Providing GOP Data Center Access to Legislative Bodies and Campaigns:

- A sound political operation will work with other groups and stakeholders in their state to share access to the Voter File as appropriate and integrate voter contact apps and voter contact schedules.

4. Developing Target Districts:

- Data can help you determine which legislative districts have opportunity or vulnerability during the cycle so you can appropriately allocate time, resources, and energy.

5. Vote Goals:

- Data is used to develop Vote Goals, which is the number of votes projected that one will need to achieve to win an election. They are based on the projected turnout for the election. Vote goals can help you determine which voters you already have, which voters your opponent has, and what percentage of each remaining group of undecided voters you need to get.
- Simple vote goal example below:

2024 VOTE GOAL
Michigan's 7th Congressional District

PROJECTED TURNOUT		
Current Reg	619,222	
Projected Turnout	450,000	**Input
Projected TO%	73%	**Output

State	CD	County	CURRENT Total Reg	Projected Turnout		Projected Performance						Projected Shares
				Raw TO	% TO	R %	D%	Margin	R raw	D raw	Margin Raw	
MI	7	CLINTON	63,669	45,000	71%	53.0%	47.0%	6.0%	23,850	21,150	2,700	10%
MI	7	EATON	84,992	63,000	74%	49.0%	51.0%	-2.0%	30,870	32,130	-1,260	14%
MI	7	GENESEE	131	0	0%	0.0%	100.0%	-100.0%	0	0	0	0%
MI	7	INGHAM	211,890	148,500	70%	34.0%	66.0%	-32.0%	50,490	98,010	-47,520	33%
MI	7	LIVINGSTON	165,255	121,500	74%	63.0%	37.0%	26.0%	76,545	44,955	31,590	27%
MI	7	OAKLAND	35,718	31,500	88%	59.0%	41.0%	18.0%	18,585	12,915	5,670	7%
MI	7	SHIAWASSEE	57,567	40,500	70%	62.0%	38.0%	24.0%	25,110	15,390	9,720	9%
		TOTAL	619,222	450,000	73%	50.1%	49.9%	0.2%	225,450	224,550	900	100%

**All current county totals can be found in "Voter Reg" tab, in column E

<Scratch Math		Historic Turnout					AVG Presidential	AVG Midterm
			2022	2020	2018	2016		
619,222	Total Reg		616,387	611,927	569,369	557,744	584,836	592,878
**Output 452,032	Total TO		375,874	450,264	357,255	392,979	421,621	366,564
**Input 73%	% TO		61%	74%	63%	70%	72%	62%

*Adjust % for raw TO   ** All Reg and TO for each cycle can be found in "Turnout" tab, in row 15

	Historic GOP Performance (R%)						
	22 House	22 Gov	20 Pres	20 Senate	18 Gov	18 Senate	16 Pres
CLINTON	50.7%	48.3%	52.8%	53.3%	47.5%	51.1%	53.2%
EATON	46.9%	43.6%	48.2%	47.9%	43.8%	46.6%	48.6%
GENESEE	65.9%	56.8%	66.0%	64.0%	56.2%	68.7%	64.4%
INGHAM	30.9%	29.3%	33.5%	33.7%	29.8%	32.6%	33.5%
LIVINGSTON	57.0%	55.6%	61.5%	61.9%	57.2%	59.8%	62.0%
OAKLAND	53.1%	50.4%	55.5%	56.9%	52.9%	55.4%	58.2%
SHIAWASSEE	55.8%	52.4%	60.1%	57.1%	50.2%	53.4%	56.4%
MI-07	46.3%	44.2%	49.3%	49.3%	44.4%	47.2%	49.0%

** All R% can be found in 'Election Results" tab, in column J

ADVANCED DATA OPERATIONS

Improving upon a good data foundation and solid data integration with other aspects of your operation includes a full understanding of the Data Life Cycle, understanding the difference between Polling and Modeling, and understanding the limitations of what data can help you with.

The **Data Life Cycle** is the process by which we take a set of data (like the Voter File), augment or enhance it with additional information (like tags, modeling, or consumer data), perform an action with that enhanced data (like voter contact), and then feed the results back into the source (Voter File). The cycle continues with the information improving or expanding each time.

By simply using data to make decisions, you are participating in the Data Life Cycle. Your county party will be operating a data life cycle on their own- collecting, enhancing, using, and analyzing the results to inform their next move over and over. That's the goal that the RNC wants to help you achieve- becoming a self-sustaining data partner with the RNC, not just a client.

Let's take a look at another example of a Data Life Cycle- how we can save money near the end of the election by removing voters who have already voted from our GOTV or turnout universe. We start with the Voter File by using RNC Data voter scores, look at the GOTV universe of voters. These are voters who are likely to support our candidate, but may not turn out to vote based on their past vote history and current modeling. Then, we take another piece of raw data, the list of voters who have already voted by mail or early in-person voting, and match it to the GOTV universe. We can remove all of the voters who have already voted from your voter contact universes, saving your volunteers a trip down the driveway. We can remove all of those voters from your direct mail and robocall lists, saving you money on voter contact. If your budget is the same either way, you can hit the voters you still need to remind to vote with even more contacts. In many states, this cycle is completed daily by the RNC when applicable in order to make voter contact efforts more efficient. Each day (or whenever your state makes the information available), the voters who have already voted are removed from our contact lists, allowing us to focus entirely on the voters we need. We can help you do the same thing- both in this exact AB/EV example and with other elements of political data.

Understanding the Limitations of Data:

We've discussed the power of data and how it can help improve every aspect of your operation, but it's important to note what the limitations of data are and why. We and every other political organization, vendor, and campaign have constraints or barriers to our abilities and anyone who tells you that their specific brand of data is a perfect solution to your problems should be met with additional skepticism.

Both data availability and reliability are limiting factors for us. We and every other political operation are reliant on the list of registered voters that is maintained by bureaucrats at Secretary of State offices throughout the country. Each state has different rules for providing that list to us including:

1. What's on the list? Is it just a name, date of birth (DOB), and address? Is a phone number required? Do they have official party registration?

2. How often do they purge their list? When do they remove the deceased? What about voters who have moved away? How do they define an "inactive" voter?

3. How frequently do they make this list available to the public? Some states provide weekly updates. Others make their file available to the public 2-4 times a year.

Regardless of the situation, we and our partners at the Data Trust have professionals combing through the information as often as it is available, cleaning it up, and matching it to the information we already have on hand or are purchasing from another source. Here are some real world examples of how these limitations affect data:

1. **We cannot properly model people who are not registered to vote.**
   - There are some methods we can use to identify residential properties wherein there are no registered voters (such as a parcel file analysis, which can be used to create reverse-walkbooks) however, our modeling of such persons is constrained by limited data, and we will not know if these potential voters are friendly towards our candidates until we knock on their door and talk to them.

2. **Voters who move between states can be on the Voter File of two states at the same time.**
   - We can tell that someone with the exact same name and birthday may have recently registered to vote in a new state and also be registered in the previous state- but it's very difficult to prove it's the same individual. More importantly, even if we could prove it was the same individual-there often is no way of petitioning a state to remove a voter from the file simply because we think they have moved without that voter themselves actively confirming the move with their previous state of residence.

3. **Multiple voters or families may show up at the same address on a state's Voter File.**
   - Again, due to states not removing inactive voters or those who have moved away, you may encounter multiple families being shown as living at the same address. This is most common in apartments and condos where the turnover rate is higher than single-family homes. If you look at vote history in the Voter File, you may see that one voter may have been a reliable voter but stopped voting 2 years ago and another voter began voting there after that point. However, often times the situation isn't that clear.

4. **Many voters misrepresent their political leanings.**
   - While this is not a new concept, it is still one that we deal with. There are ways to account for voters' reluctance to share how they actually feel about an issue or candidate, but we can't alleviate the issue entirely. Voters might either fear being judged for their beliefs or are ashamed of being uninformed about something- so they pretend to have an opinion which they don't actually share. This is why training volunteers, survey methodology, and careful question wording are so important- so you don't end up leadind an undecided voter to tell you an opinion they don't actually have. The biggest example of this is if you ask someone if they plan on voting in an upcoming election- almost every single preson will say yes due to the social pressure of not voting- even if they are not a regular voter and are unlikely to actually vote.

These challenges are not unique to us, and the GOP Data Ecosystem is constantly seeking new ways to solve them and continue to improve our products in order to elect more Republicans across the country. However, we feel it is best to be up-front about the limitations of our ability rather than pretend they don't exist.

CONCLUSION

Throughout this guidebook we have described the terminology of political data, and discussed how to build a data operation, integrate data into all of your operations, and advance to being an effective user of data. Data is a dynamic field, and continues to evolve as new technology and methodology emerges to help us overcome our limitations and elect more Republicans across the country. If you ever have any questions about this documentation, do not hesitate to reach out to your state's data team and RNC Data for further clarification. We are here to assist you in winning your local elections.

REFERENCE DOCUMENTS
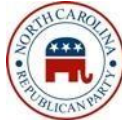
GOP DATA CENTER ACCESS AGREEMENT

1. _____, agrees to abide by all the terms & conditions of this agreement.

2. Signatory agrees that the provided North Carolina Republican Party ("NCGOP") file and all other information therein are, and shall remain, exclusive property of the NCGOP.

3. Signatory agrees that it shall acquire no property or ownership interest in, or rights to, any of the foregoing. Furthermore, Signatory acknowledges that the NCGOP voter file and all lists, information, updates and enhancements thereto which are provided to, generated by, or otherwise become known to Signatory in connection with, or incident to, this Agreement are privileged and confidential.

4. Signatory further agrees that neither it nor any of its directors, officers, employees, consultants or agents will disclose, rent, lease, sell or enter into joint ownership agreements concerning any list(s), information, updates, or enhancement(s) of the NCGOP file in any form, or for any purpose, nor will they retain, duplicate or any use of such information in any fashion or for any purpose whatsoever.

5. Signatory agrees that all data or information collected while using the NCGOP file by any of its directors, officers, employees, consultants or agents must be shared with the NCGOP.

6. Signatory agrees to abide by all limitations of use of all NCGOP data files, including but not restricted to, the purpose of damaging or impairing any Republican Candidates or any Republican Candidate's campaign.

7. Signatory agrees that the NCGOP has the right to proceed directly against the Signatory or the Signatory's agents if this agreement is violated, and may obtain injunctive relief, as well as monetary damages.

8. Signatory agrees that this agreement will also apply to any successor organizations.

9. Signatory agrees to only contact this list on behalf of _____
_____ (Reason for request)

By: _____   _____
    Signatory (Legal Name)   Date

Address: _____

_____

Phone: _____

E-mail: _____

Sample Data Use Agreement:

<u>Republican Party of [STATE]</u>
<u>GOP Data Center Confidentiality Agreement Form</u>

In consideration for and as a condition to the Republican Party of [STATE]'s furnishing the use of GOP Date Center, the recipient of information ("the Recipient") acknowledges the confidential nature of the Confidential Information (as defined below) and agrees to every restriction and obligation in this agreement ("the Agreement").

THIS AGREEMENT is made by and between the [STATE] Republican State Committee and the Republican Entity of (CIRCLE ONE) Precinct Captain, District Captain, County Party Leader, Candidate / Campaign hereinafter referred to as the parties.

GEOGRAPHIC REGION (what are you requesting access for): Precinct(s) _____
District (CD, SD, HD, JD) _____
County _____

WHEREAS, the Republican Party signee desires to utilize and obtain information from the electronic database and voter information retrieval system known as "GOP Data Center", and the State Party has been authorized by the Republican National Committee and GOP Data Center to issue access privileges, and impose limitations and requirements on the same in order to maintain the integrity of GOP Data Center and the valuable, confidential, and sensitive information contained therein; and

WHEREAS, the parties hereto wish to place all the terms and conditions of their agreement in writing; NOW, THEREFORE, in consideration of the mutual promises and undertakings stated in this Agreement, and for other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the parties hereto agree as follows:

. As used in this Agreement, "Confidential Information" means and includes any and all information obtained from GOP Data Center.

2. The Recipient agrees that the Confidential Information will be kept confidential by the Recipient and by directors, officers, members within the Recipient's own organization (collectively referred to as "Affiliates"), except with prior written permission, as required by law, or as expressly otherwise permitted by the terms of this Agreement.

. The Republican Party signees each agree to limit their use of the voter information contained in GOP Data Center to political purposes only, and that under no circumstances will this information be used for commercial purposes. The Republican Entity and/or Campaign Manager and Campaign Manager's Designee each further agree that they will not permit the use or copying of the voter information contained in GOP Data Center by any person not working under the direction of the Republican National Committee, GOP Data Center, or the State Party.

Tracker Example

GOTV SHIFT TRACKER

USERNAME	FIRST	LAST	USER TYPE	USER STATUS	STATE	DATE	TURF	DOORS COMMITT	DOORS ACTUAL	PHONES COMMITT	PHONES ACTUA	SHIFT	NOTES
Djohn	Danna	John	VOLUNTEER	NTL CONFIRMED	AZ	8/28/2020	11	0	0	500	614	EVENING (6PM-9PM)	
Jjohn	James	John	VOLUNTEER	NTL PROSPECT	AZ	8/28/2020	11	0	0	500	0	EVENING (6PM-9PM)	
Dpalmer	Dan	Palmer	VOLUNTEER	VOLUNTEER	AZ	8/28/2020	11	50	40	0	0	MORNING (9AM-12PM)	
Mwilliams	Max	Williams	VOLUNTEER	NTL CONFIRMED	AZ	8/28/2020	11	50	0	0	0	EVENING (6PM-9PM)	
Mbevan	Mat	Bevan	VOLUNTEER	NTL IN-TESTING	AZ	8/28/2020	12	0	0	1,000	2,896	LUNCH (12PM-3PM)	
Mbevan	Mat	Bevan	VOLUNTEER	NTL IN-TESTING	AZ	8/28/2020	12	0	0	1,000	1,000	AFTERNOON (3PM-6PM)	
Msmith	Michael	Smith	VOLUNTEER	NTL CONFIRMED	AZ	8/28/2020	12	0	0	1,200	1,214	AFTERNOON (3PM-6PM)	
Rbean	Robin	Bean	STAFF	STAFF	AZ	8/28/2020	12	150	150	0	0	MORNING (9AM-12PM)	
Rbean	Robin	Bean	STAFF	STAFF	AZ	8/28/2020	10	75	7	0	0	AFTERNOON (3PM-6PM)	
Tyoung	Teresa	Young	VOLUNTEER	VOLUNTEER	AZ	8/28/2020	11	50	0	0	0	MORNING (9AM-12PM)	
Hyork	Helen	York	VOLUNTEER	VOLUNTEER	AZ	8/28/2020	11	50	0	0	0	MORNING (9AM-12PM)	
Dcarl	Darla	Carl	VOLUNTEER	VOLUNTEER	AZ	8/28/2020	11	50	127	0	0	MORNING (9AM-12PM)	
Dsmith	Donna	Smith	VOLUNTEER	NTL CONFIRMED	AZ	8/28/2020	11	0	0	1,000	855	AFTERNOON (3PM-6PM)	
Gschulteis	Gal	Schulteis	VOLUNTEER	VOLUNTEER	AZ	8/28/2020	11	0	0	100	1,066	AFTERNOON (3PM-6PM)	
Tschulteis	Taylor	Schulteis	VOLUNTEER	VOLUNTEER	AZ	8/28/2020	11	0	0	100	123	AFTERNOON (3PM-6PM)	
Bschulteis	Bill	Schulteis	VOLUNTEER	VOLUNTEER	AZ	8/28/2020	11	50	0	0	0	AFTERNOON (3PM-6PM)	
Jmesa	Jim	Mesa	STAFF	STAFF	AZ	8/28/2020	10	50	61	0	0	MORNING (9AM-12PM)	
Jvance	Jim	Mesa	STAFF	STAFF	AZ	8/28/2020	10	0	0	500	575	LUNCH (12PM-3PM)	
Kudall	Katy	Underhill	VOLUNTEER	VOLUNTEER	AZ	8/28/2020	10	0	0	40	71	MORNING (9AM-12PM)	
Dnelson	Don	Nelson	VOLUNTEER	NTL CONFIRMED	AZ	8/28/2020	10	0	0	200	720	LUNCH (12PM-3PM)	
Wsharp	Walt	Sharp	VOLUNTEER	VOLUNTEER	AZ	8/28/2020	10	0	0	200	209	MORNING (9AM-12PM)	
Ksharp	Kay	Sharp	VOLUNTEER	VOLUNTEER	AZ	8/28/2020	10	0	0	200	225	LUNCH (12PM-3PM)	
Sloop	Sam	Loop	VOLUNTEER	VOLUNTEER	AZ	8/28/2020	10	0	0	200	221	LUNCH (12PM-3PM)	
Vbaldwin	Van	Baldwin	VOLUNTEER	VOLUNTEER	AZ	8/28/2020	10	0	0	200	118	AFTERNOON (3PM-6PM)	
Dvarney	Debbie	Varney	VOLUNTEER	VOLUNTEER	AZ	8/28/2020	10	0	0	200	226	AFTERNOON (3PM-6PM)	
Gken	Grace	Ken	VOLUNTEER	VOLUNTEER	AZ	8/28/2020	11	0	0	200	125	MORNING (9AM-12PM)	
Ismith	Inga	Smith	VOLUNTEER	VOLUNTEER	AZ	8/28/2020	11	0	0	200	153	LUNCH (12PM-3PM)	
Kyoung	Ken	Young	STAFF	STAFF	AZ	8/28/2020	12	150	0	0	0	MORNING (9AM-12PM)	
Kyoung	Ken	Young	STAFF	STAFF	AZ	8/28/2020	12	75	0	0	0	AFTERNOON (3PM-6PM)	
Ehiel	Elizabeth	Hall	VOLUNTEER	VOLUNTEER	AZ	8/28/2020	12	0	0	500	248	MORNING (9AM-12PM)	
Dhiel	Daniel	Hall	VOLUNTEER	VOLUNTEER	AZ	8/28/2020	12	0	0	500	29	MORNING (9AM-12PM)	
Borgeron	Brandon	Otto	VOLUNTEER	NTL CONFIRMED	AZ	8/28/2020	12	0	0	500	581	LUNCH (12PM-3PM)	
Hgeddes	Helen	Hensen	VOLUNTEER	VOLUNTEER	AZ	8/28/2020	11	0	0	1,000	1,117	MORNING (9AM-12PM)	
Ehiel	Elizabeth	Herd	VOLUNTEER	VOLUNTEER	AZ	8/28/2020	12	0	0	500	0	LUNCH (12PM-3PM)	

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This sample tracker is a GOTV Shift tracker- volunteer's names are filled in the highlighted section and their voter contact app usernames are in column A. You can see how many hours and phone calls they have committed to making, as well as when their shifts begin and end. Data can help your political operation build and maintain these trackers.