



California Voter Guide

Communicating with
California's Voters since 1986

Keys To Organizing a GOTV Operation

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The key to a great Get-Out-The-Vote operation (GOTV) is creating a perfect list of supporters. Identify your voters! Developing a list of supporters will require a lot of time and energy from your campaign staff and volunteers. Start early! Most campaigns begin the operation too late to identify enough voters who will create your margin of victory. Keep this in mind! Your GOTV operation begins the first day Vote By Mail ballots are sent out by the registrar. Other than Oregon, California has the largest percentage of voters who vote by mail in the nation.

Ways to identify voters:

Phone: Call likely voters and ask them if they will vote for you.
Walk: Knock on likely voters doors and identify voters if they will vote for you
Web Page: Volunteers who use sign up pages are likely to vote.
Facebook supporter pages: Remember to check names against the vote file.

No matter which tool you choose to use, make sure you track and record all voter identification.

Things campaigns do on Election weekend and Election day with your perfect list:

Hang Door hangers on doors of your identified supporters to remind them that it is Election Day and where the voter's polling place is located.
Call voters, preferably with live calls, or auto calls.
Knock on supporters' doors on Election Day to remind them to get out and vote.
Poll Check- check polling places on Election Day to see what turn-out is and to confirm that your supporters are actually voting.

MOST COMMON MISTAKES

1. **Not asking for the voter by name!** This is way a lot of campaigns have dead people and non supporters on their GOTV list
2. **Marking the whole household on the sheet-** This is a bad practice because you will not know exactly who the volunteer spoke to so we can have an accurate data file
3. **Talking to a voter not on the list** wastes time and informed the voter we are looking for that we are calling. Additionally the household will think we are calling a lot, JUST SAY GOODBYE AND HANG UP!



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4. **Leaving messages**, this ruins the element of surprise when trying to reach a voter, on leave message if you will never call back the list
5. **Asking Undecided people to vote by mail.** Great work for your opponent GOTV
6. **Not Recounting your volunteers/staff tally**
7. **Not scanning every night** this creates duplicated calling with the campaign
8. **Reusing Sheets after you have printed new sheets** this creates duplicated calling with the campaign

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