



### WHY WALK?

- DATA SUPPORTS IT
  - 10-15% TURN OUT DIRECTLY RELATED TO DOOR TO DOOR
    - TURN OUT FROM OTHER EFFORTS:
      - » PHONE BANKS 4.1%
      - » WAVING STREET SIGNS ELECTION DAY 3.2%
      - » DOOR HANGERS 1.2%
      - » DIRECT MAIL 0.6%
      - » EMAIL NEGLIGIBLE
      - » ROBOCALLS 0%

### Dallas County 2010

- 36 Contested County Wide Races: All Lost
- All 36 could have been won with only 4 more Republican votes per precinct

### WHY WALK?

Clancy lost by 5000 votes = 8 per precinct

Linda Harper Brown, won by 20 votes  
Valley Ranch

### WHY NOT WALK?

- 105 degrees in Texas?
- Feet hurt
- I was taught not to talk politics or religion with strangers
- I am not "good" with people

### Are we in the Minority?

- Survey Identification:
  - 74% of Americans on issue specific surveys describe conservative principles
  - Greater than 54% of Americans call themselves Conservatives; only 15% Liberals
  - Harris County has similar Demographics and they won in 2010

### TRAINING STRUCTURE FOR BOTH CANVASS AND GOTV WALKS

TIPS

TOOLS

TECHNIQUES

### Voter Vault

- Started By Karl Rove in Texas
- Then when Bush and Rove went to Washington, they expanded it nationally
- Dems do not have this type of system

## TOOLS

- VOTER VAULT
  - <http://www.youtube.com/watch?v=BvKWj-A3-c4>
  - Contact Nick Carona at [ncarona@texasgop.org](mailto:ncarona@texasgop.org) at 512-879-4049 or DC HQ
  - Your application must be signed by SREC or County Chair and faxed to Voter Vault

## Party Affiliation

- R 1 Strong Republican
- R2 Weak Republican
- 3 Independent
- 4 Weak Democrat
- 5 Strong Democrat
- 6 Undecided
- 0 Unidentified

## Perfect Voter

- PV is a score determined by a voter's vote history and used to indicate propensity to vote. Your state party selects four elections; the score reflects how many of those elections a voter has voted in. For example, if an individual voted in 2 of those 4 elections, the score will be PV 2. Perfect Voter scores can range from 0 (did not vote in any of the selected elections) to 4 (voted in all four selected elections). PV 5 designates newly registered voters.

## TOOLS

- DCGOP IS REVAMPING VOTER DATA
  - Stay tuned.....
- Turn in your Canvass data to James Carter, DCRP
- Know your precinct, last 2 election cycles (available at DCRP ); 50/50 precinct? % straight Republican votes?

## 2 WALK TYPES

### 1. CANVASS WALK

Who is behind the front door?

### 2. GOTV WALK

The art of getting the voter to VOTE!

## SELL

95%

**nonverbal**

## Tips

- Name Badge
- When in doubt Smile!
- Listen (while smiling), always say thank you
- knock then step back

## TIPS

- WHAT TO BRING:
- Clipboard, tablet, pen, handouts, water, large rocks so handouts won't blow away, comfortable shoes and clothes
- Your passion

### TIPS

- Walk on Saturday from 10 AM to 130PM
- Week nights 600PM
- Sunday Afternoon
- Pairs only (not 2 men)

### TIPS

- OBSERVE
  - FLAG?, PRO-LIFE BUMPER STICKER? YELLOW RIBBON?
  - LISTEN FOR CANDIDATES, PERSONALITIES, PARTY THEY STAND FOR, ISSUE SPECIFIC CONCERNS

### “NO-NO”

- WALK ALONE
- GO INTO A HOUSE
- ARGUE OR SPEND TIME TRYING TO “CONVERT”
- DON’T WALK IN THE YARD

- Sos: [www.sos.state.tx.us](http://www.sos.state.tx.us) for the ‘who, what, when, where and how of voting
- [www.dalcoelections.org](http://www.dalcoelections.org) for copy of ballot, precinct maps, polling information, election data, research precinct # for an address.

## Handouts

- Hispanic RPT Handout
- Black Republican Handout(RPT)
- Hispanic Conservative Survey (Amigos de Patriots) English and Spanish version
- Conservative Websites (including Black and Hispanic)
- DCGOP and RPT website and contact info

## Voter Registration Card

- You do not have to be a Registrar to hand out a Registration Card.
- Only give them to like-minded voters!

## BOTTOM OF THE BALLOT

What happened in 2006 in Dallas County?

16,000 More Democrats voted Straight Ticket than did Republicans. 38,000 Republicans did not vote at all.

All 47 contested Countywide races were lost!

Every Rep would have won by 10,000 votes

Other reasons to vote to bottom (see handout)

## TECHNIQUES

- Calendar of Planned Walks
- ID : Now until 10/15/11
- GOTV: 10/15/11 until 11/8/11
- ID: 11/9/11 until 2/15/12
- GOTV: 2/15/12 until 3/6/12
- ID: 3/7/12 until Oct 12
- GOTV: Oct 12 until GE

## Canvass Walks

- Vv “0” Unidentified (Registered but never voted or Registered and voted in GE only)
- VV “6” Undecided (Could be any scenario)
- VV “3” Independent (Votes 50/50 in Primary races)

## ID Voters

- All animals are equal, but some are more equal than others, George Orwell
- All voters are equal, but some are more equal than others!
- We must find like minded voters!

- Canvas Walk Data Sheet
- See Script at top of Canvas Walk Sheet
- Issue Survey and Contact Info

## Canvass WALKS Cont.

If Hispanic: Conservative website sheet, ‘Did you know?’ RPT Handout, Hispanic Conservative survey

If Black: Black Handout RPT; Conservative websites for people of Color; ? Asian

R vs D Which party shares your values?

## GOTV WALK

- VV "3" Independent
- VV "Rep 2" Weak Republican
- Like-minded voters from your Canvass walks
- Still Use Canvass Walk Sheet to document issues and contact info prior to handing out Poll info!
- Sample Ballot!!

## GOTV Cont

- Polling info both EV and GE
- Voter Guide
- Handout with factual info for Candidates
- Ask "will you help me GOTV?"

- Ask for a Commitment to Vote
- DCGOP will provide you with historical voter data of your precinct
- How many votes you need to have your precinct be a Republican Precinct

## YARD SIGNS

- Make a note and leave it at known like minded voters
- Instruct them to email you with their address if they want a yard sign
- Don't leave phone number as this is a way to get an email from them!!



