

# Homework Assignments

**Below are a number of possible homework assignments designed to put the skills learned this weekend to work. Although you probably won't finish this weekend, use this as a chance to get started and gather feedback from our trainers. We're not going to grade you; the voters will do that in November.**

**Please feel free to do these assignments in groups. Just as in a real campaign, it's too much work for one person alone.**

## **Assignment #1: What's Your Plan?**

As you've heard us say, if it's not written down, it doesn't exist. Use the planning time provided in this weekend's agenda to begin to write out your plan for success. You may choose to write a Field Plan, Finance Plan or a Communications Plan. Choose one of these topics and use what you learn this weekend to write out the Goals, Strategy, Tactics, Timelines and Benchmarks that will make up your blueprint for success.

## **Assignment #2: The Landscape Memo**

Write and research a Sample Landscape memo. Use information and statistics from your own town, county, district, or state. If you're involved in a race right now, use that one. Make sure to provide past performance of the district, demographic makeup, and money spent in recent, similar elections. Information on landscape memos is provided in this manual on pages 11-12 and a sample Landscape Memo is provided in Appendix A.

You won't find all this information in one night. For information you do not have and cannot find, leave it blank so you know it is supposed to be filled in.

## **Assignment #3: Who's in Your Wallet?**

You can easily figure out the first 10 or 12 people in your inner circle for fundraising. Now figure out the next few levels. Individually, write out the next 25 people on your fundraising list (so the total list should be about 35 or so people). List their names and how you know them. After you've worked on it, see what other people have.

## **Assignment # 4: The 27-9-3**

Develop a 27-9-3 message for the State Democratic Party. Maybe you'll give them some ideas! Then develop one for the National Democratic Party. Is it different?





## Appendix A: Field Organizing

- Sample Landscape Memo
- Field Targeting Exercise
- Volunteer sign up form

# Sample Landscape Memo

## The 21<sup>st</sup> State House District

The 21<sup>st</sup> state house district in the state will be open in 2009. The 4-term Republican incumbent has announced her intention of running for the state senate, leaving this district up for grabs in November. While the district has been represented by a Republican for the last 8 years, the Democratic prospects are good. The district is currently represented by a Democrat in the state senate (who is retiring this year – his chief of staff is the likely Democratic nominee in the race to fill the seat). And in 2008 – when this state voted for John McCain over Barack Obama by 53-48% -- the district vote was much closer: 50.4% for McCain to 48.1% for Obama. Democrats can win the 21<sup>st</sup>, but it will take an intense effort to pull it off.

The announcement that Rep. Shirley Roberts (R-Springfield) is running for state senate set off a scramble on the Republican side. The candidates include the director of the Springfield Chamber of Commerce, a farmer from nearby Andersonville, a stay-at-home mom who chairs the local Right to Life committee, and the former chair of the Chester Republican Party who served in the state house from another part of the state for one term in the mid-1980s.

On the Democratic side, two candidates have filed their papers for the primary. Holly Rifkin is an ESL teacher at Springfield High School and the president of the Springfield teachers union. She has lived and taught in Springfield for 9 years. Chris Ivins has worked at and managed his family's printing company in Springfield for the last 30 years. The Ivins Press opened for business in 1958.

The 21<sup>st</sup> has 84,873 registered voters. Party registration is: 36% Republican, 33% Independent and 31% Democratic. General election turnout in the 2007 state house race was 32,251 (38%). The Democratic primary in 2007 had only 16% turnout (4209 ballots) among registered Democrats – though in that year there was only one candidate in the Democratic primary. The Democratic primary is open only to registered Democrats, no Independents or Republicans can vote. In the 2008 presidential election 59% (50,075) of the registered voters in the 21<sup>st</sup> cast ballots.

Given the competitive nature of this year's Democratic primary and the fact the seat is open for the first time in eight years, Democratic primary turnout may increase by a few percentage points. We estimate 5788 (22%) registered Democrats will vote in the Democratic primary on September 6. We will need 2895 votes to win the Democratic primary.

If turnout in November is 5% higher in 2009 than 2007 (given the more competitive nature of the race), then 36,495 voters can be expected to cast ballots. It will take 18,248 votes to win if turnout equals 43%. In the general election the Democratic nominee will need to get out the base Democratic vote and pick up at least 61% of the Independent vote.

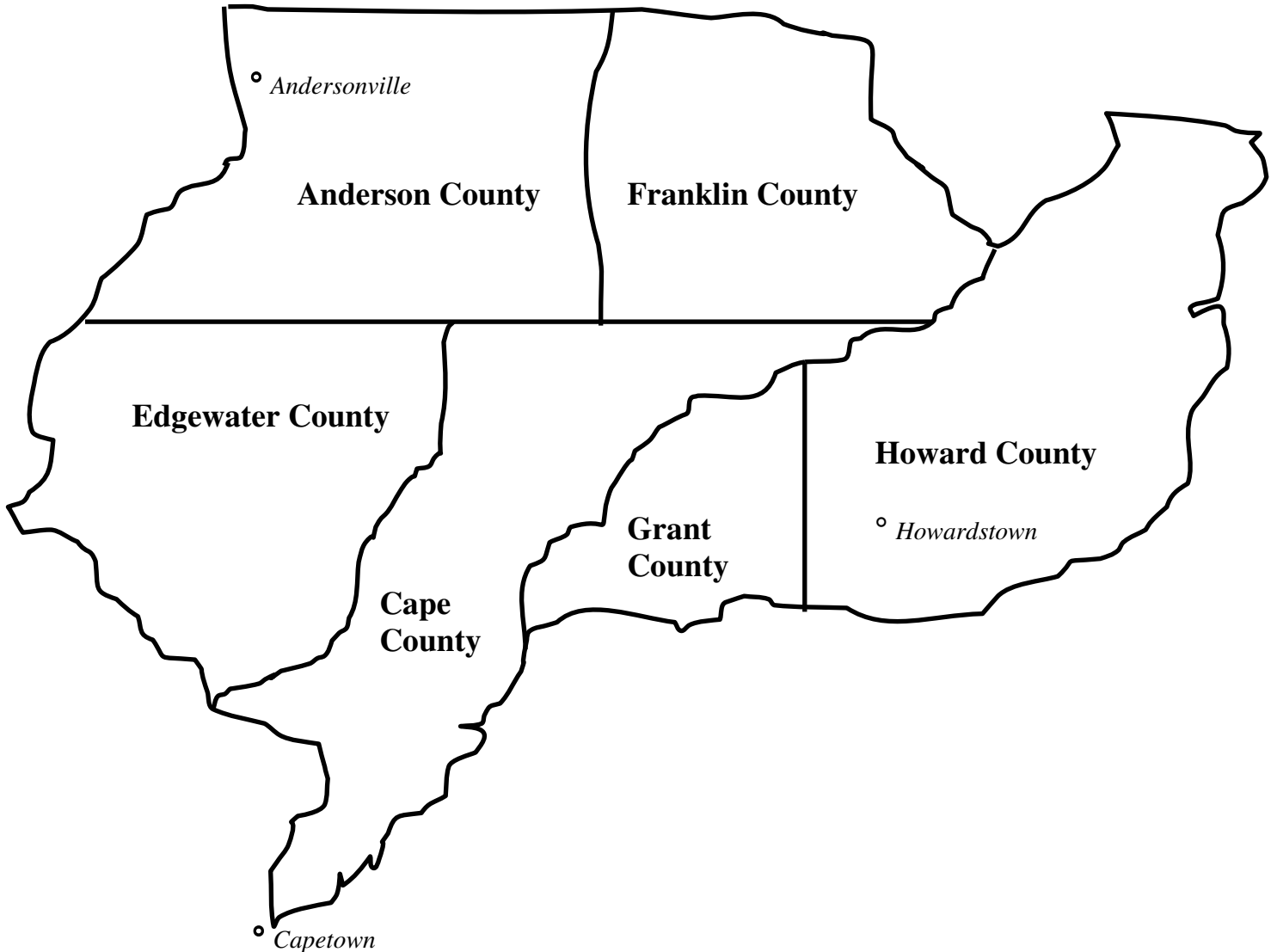
In order to win the general election, the Democratic candidate must first win the primary. The Rifkin strategy will be to contact and identify each of the 2007 Democratic primary voters, mobilize union activists (particularly teachers), and move every identified supporter to the polls on Election Day. Her strength is a core of volunteers and supporters passionate about change in the 21<sup>st</sup>. Her weakness is her relative newness to the district and lack of name recognition.

The Ivins campaign is relying on its strong name recognition and large social network within the district through the primary. Ivins is raising money for the general election but does not want to have to spend that money defeating Rifkin in the primary. The Ivins campaign is going to paint itself as the campaign of "inevitability" in the primary and Ivins as a small business owner with deep roots in the community in November. Ivins plans to spend most of his money on radio and direct mail. His weakness is the absence of volunteers on his campaign.

Based on other campaign costs in surrounding districts, it is estimated that the primary campaign will cost \$10,000 and the general election \$60,000.

## DFA Training Field Exercise: District # 1

### District #1 Map



### District # 1 Vote Goals

Current Registration:	<u>17,530</u>
Past Dem Performance:	<u>46.92%</u>
Past Turnout (T/O):	<u>40.92%</u>
Turnout Estimate =	_____
50% + 1      =	_____
52%            =	_____

	A	B	C	D	E	F	G	H	I	J	K	M
		Current Registration	Turnout % in last similar election	Turnout Estimate for current election	Win Number = 50% + 1	Vote Goal = 52%	Dem Performance %	Est. Dem. Turnout	Vote Difference	Persuasion %	Persuadable Voters	D-Base, Swing or R-Base?
	Anderson County	2899	31.0%				69.0%			12.0%		
	Cape County	1502	51.0%				21.0%			8.0%		
	Edgewater County	889	51.0%				36.0%			33.0%		
	Franklin County	4482	34.0%				46.0%			19.0%		
	Grant County	1873	44.0%				38.0%			39.0%		
	Howard County	5885	46.0%				52.0%			21.0%		
	District #1 Totals	17,530	40.9%				46.9%			20.9%		

<b>B</b>	Current Registration	Available from the Town Clerk or local elections office
<b>C</b>	2004 Turnout %	Available from the Secretary of State or state elections department
<b>D</b>	2008 Turnout Estimate	(Current Registration) x (Turnout in last like Election)
<b>E</b>	50% + 1	The minimum needed for victory
<b>F</b>	52%	The minimum target for victory
<b>G</b>	Dem Performance %	The Democratic Performance Percent is an estimate of what an average Democrat, running an average campaign will receive in the district. It is calculated by averaging the Democratic candidate's percentage of the vote in at least three recent competitive elections.
<b>H</b>	Estimated Democratic Turnout	(Turnout Estimate) x (Dem. Performance %) (D X G)
<b>I</b>	Vote Difference	Difference between the Vote Goal (what you need) and the Estimated Dem Turnout (what you have). This number is the additional number of votes that must be identified through persuasion contact to win 52%. (F-H)
<b>J</b>	Persuasion %	100 – (Democratic Base %) - (Republican Base %)
<b>K</b>	Estimated Persuadable Turnout	(Turnout Estimate) x (Persuasion %) (D X J)
<b>M</b>	D-Base, Swing or R-Base?	D-Base > 65% Dem Performance %, R-Base < 35% Dem Performance, 35% Dem Performance % < Swing > 65% Dem Performance %

## Calculating Democratic Performance

The Democratic Performance Percentage is an estimate of what an average Democratic campaign will receive in the district. It is calculated by averaging the Democratic candidate's percentage of the vote in at least three recent competitive elections.

$$\begin{array}{rcl} & (\text{Democratic \% in Competitive Race 1}) & \\ + & (\text{Democratic \% in Competitive Race 2}) & \\ + & \underline{(\text{Democratic \% in Competitive Race 3})} & \\ & 3 & = \text{Democratic Performance \%} \end{array}$$

## Calculating Persuadable Voters

The Persuadable Voters sometimes vote Democratic and sometimes vote Republican. These voters need to be persuaded to vote for your candidate. In order to determine how many potential persuadable voters there are in your election, first you have to calculate how many people do not need to be persuaded to vote Democratic. These voters are called your 'Base Voters'.

Base voters will vote the same way every time. The Base Vote Percent is what a candidate who does not campaign, or cannot afford to campaign can expect.

$$\begin{array}{rcl} & (\text{Democratic \% in Major Loss 1}) & \\ + & (\text{Democratic \% in Major Loss 2}) & \\ + & \underline{(\text{Democratic \% in Major Loss 3})} & \\ & 3 & = \text{Democratic Base \%} \end{array}$$

The opposite is true for the Republican base:

$$\begin{array}{rcl} & (\text{Republican \% in Major Loss 1}) & \\ + & (\text{Republican \% in Major Loss 2}) & \\ + & \underline{(\text{Republican \% in Major Loss 3})} & \\ & 3 & = \text{Republican Base \%} \end{array}$$

If there are no recent competitive campaigns for the office you are running for you can consider using a different office that shares the same district as yours. Remember that this is not an exact science, but it will help you determine how many voters will at least consider supporting your campaign.

Once you have calculated the Republican & Democratic Base Votes it is simple to calculate what percentage of voters are persuadable in the district.

$$100 - (\text{Democratic Base \%}) - (\text{Republican Base \%}) = \text{Swing Vote \%}$$

Usually provided by NCEC [www.ncec.org](http://www.ncec.org)

## **Field Targeting Conclusions:**

Based on this example...

Can we win in this district? How?

How many votes will we need to win? How do we get those votes?

Where are the voters we can persuade?

Which election districts are D-Base, R-Base & Swing?

Where will the Republicans target their campaign efforts?

# Volunteer Sign up Form

Our campaign needs energetic volunteers!  
Please let us know how you can help us take our country back!

<b>Name:</b>	<b>Home Phone:</b>
	<b>Cell Phone:</b>
<b>Address:</b>	<b>Email:</b>

What is the best way to contact you?

## **I can help the campaign by:**

(Please circle)

**DOOR KNOCKING**

**PHONE CALLS**

**Mailings**

**Registering Voters**

**Data Entry**

**Poll Watching**

**Yard Sign Assembly**

**Yard Sign Delivery**

**Office clean-up**

**Phonebank & Canvass Prep**

**Event Staffing**

**My special talent:** \_\_\_\_\_

**Bi-lingual?**     **Yes**     **No**

## **I am available to help:**

**Weekdays 9am-5pm**

**Weeknights 5pm-9pm**

**Weekends 12-6pm**

Thanks! We will be in touch in the coming weeks with volunteer opportunities!

**Comments:**

---

---