



ALEX WHITE | MELBOURNE CAMPAIGNERS' NETWORK 2013

# ORGANISING FOR OBAMA



# PATH TO 270

- Unlike 2008 (50 State Strategy), last year focused on 9 key battleground states.
- Similar strategy to Bush 2004, but with a “ground game”
- Everything built to reaching 270
- Battle-ground states / border states



# FIVE PATHS

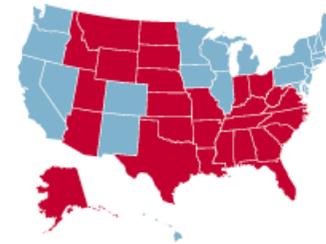
- Primary metric of the campaign was vote share in battleground states (topline)
- Supported by
  - Fundraising
  - Volunteer shifts
  - Voter registration
  - Voters contacted
  - Many digital metrics

## OUR GOAL IS TO WIN 270+ ELECTORAL VOTES

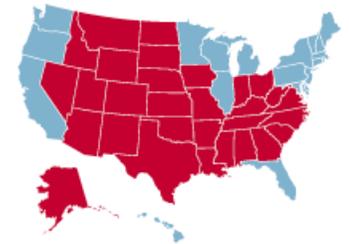
Expanded map gives us many paths to victory



*Baseline*  
*Start with Kerry States*  
246 292



*West Patj*  
*Win CO, NM, NV (+IA)*  
272 266



*Florida Path*  
*Win FL*  
275 263



*South Path*  
*Win NC & VA*  
274 264



*Midwest Path*  
*Win OH & IA*  
270 268



*Expansion Path*  
*Win AZ*  
272 266

# THE STORY OF OFA MA



**2007-2008**  
*'Yes We Can'*

- **Oct 07:** rally on common with Patrick & Obama
- **Early 08:** grassroots pushes campaign in advance of staff
- **Q 4 2008:** OFA-MA swings NH and calls into 14 states

**2009-2010**  
*ACA & Patrick*

- **2009-10:** Pushing the affordable health act through
- **Jan 2010:** Brown victory
- **2010:** Run coord. GOTV to reelect Patrick & Dems

**2011-2012**  
*Forward: Ramping up for Re-election*

- **2011:** Organizing regions to teams on the ground – 9 regions to 53 Neighborhood teams
- **Fellows Program:** Five Programs training 210 organizers
- **Jan 2012:** NH FITN Primary
- **Canvass Ramp up in NH**
- **Sept:** Major HQ investment in MA
- **Oct-Nov 6th:** GOTV

# CORE PROGRAMS

- **Registration** – changing the electoral map
- **Persuasion** – neighbour to neighbour, TV, truth team, surrogates, PR, etc
- **Turnout** – GOTV, early voting, commitment cards, rallies, motivation
- **Organisation** (foundational) – volunteer teams, training, events (house meetings), neighbourhood teams



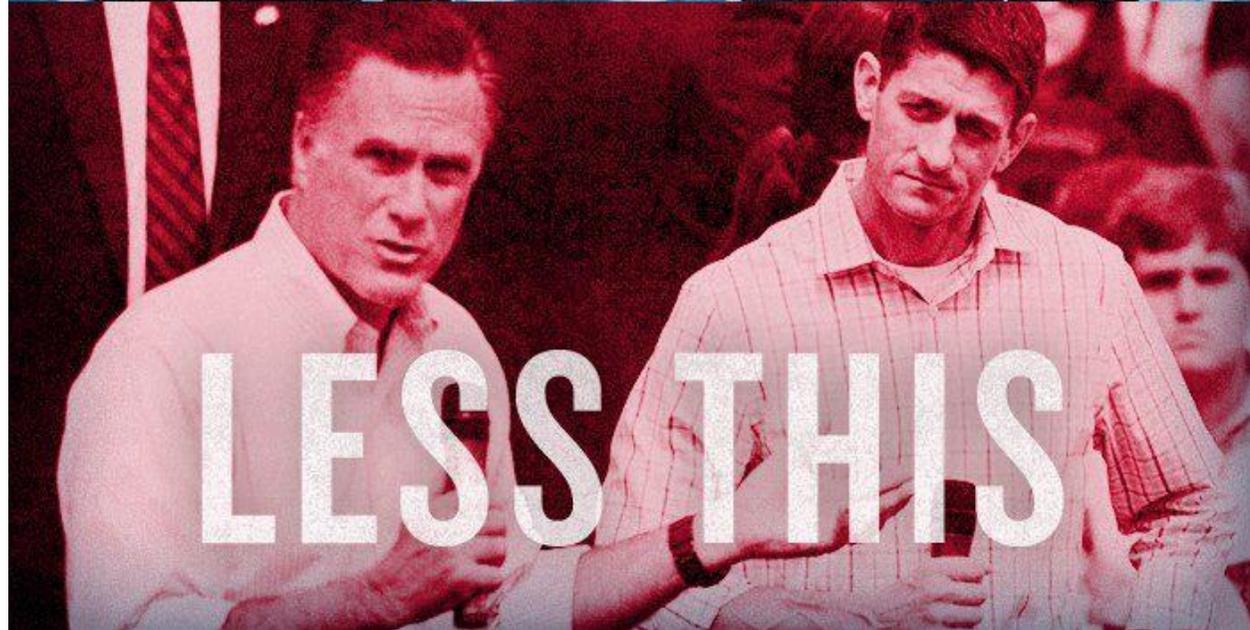
# REGISTRATION

- Not a major focus in New Hampshire
- Register and re-register supporters
- Over 1.8 million new voters registered in swing states (1.7m in 2012)
- Forms collected exceeded margin of victory in 5 out of 9 states
- Voter ID laws were a big issue



# PERSUASION

- ID likely voters and persuade them to support Obama
- 150m phone calls and door knocks
- Data (Votebuilder) to ensure conversations were targeted
- About double as efficient as untargeted canvassing



# TURNOUT (GOTV)

- Educate and motivate supporters to vote and vote early
- More Democrats and Obama supporters voted early
- Early voting more efficient and allowed for better targeting
- Opened 5177 local GOTV staging locations



# THE GROUND GAME

- Spend over \$300m on field organising
- Over 800 offices nation wide
- 2000+ paid field organisers
- Over 10,000 volunteer neighbourhood team leaders
- 30,000 volunteer core team members
- 2.2 million volunteers
- 80% increase on 2008

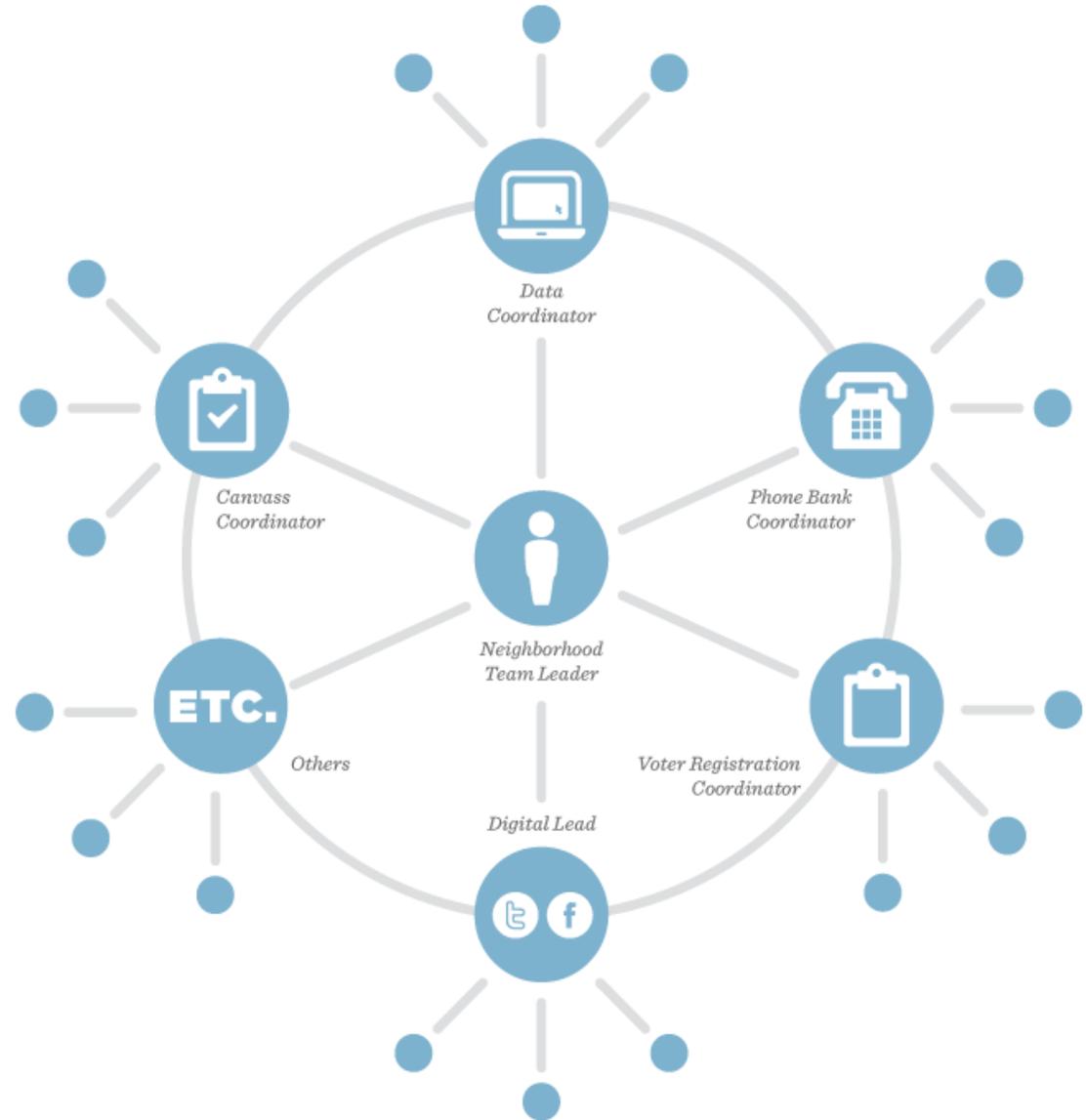


# VOLUNTEER HOURS

- Volunteers
  - 60% volunteered 2 hrs per week
  - 21% 2-5 hrs
  - 14% 6 hrs +
- Team members
  - 35% 2 hrs / week
  - 31% 2-5 hrs
  - 14% 6-9 hrs
  - 19% 10 hrs +
- Team leaders
  - 8% 2 hrs per week
  - 17% 2-5 hrs
  - 16% 6-9 hrs
  - 59% volunteered 10+ hrs



# THE SNOWFLAKE



# PHASES OF TEAM DEVELOPMENT

## Stage 1: Potential

- Group of volunteers who show interest, but no team yet

## Stage 2: Engagement

- Group of individuals starts holding events/meetings with each other

## Stage 3: Leadership

- Team officially formed, core team members and leader established

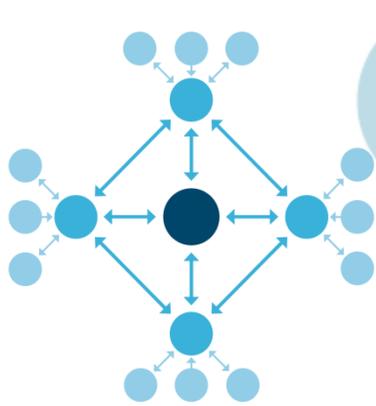
## Stage 4: Developed

- Team is solid and consistent

## Stage 5: Transforming

- Team dividing to create another team (unusual!)

# MOVING PEOPLE UP THE LADDER



**Have an escalation 1:1,  
ask them to run an  
event**

**Talk to them about  
helping train others**

**You get together for a  
1:1, ask them to attend  
an event**

Your prospect passes  
all of these tests and is  
confirmed

This person is a fantastic  
trainer and ready to lead

You notice this person is  
a great phonebanker

You meet someone you  
think might like to be  
involved

## GOTV Messaging Best Practices

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### Consistency

- Be consistent in your GOTV messaging – for example, be consistent in what method you ask a voter to vote

### “You Seem Like a Voter”

- Describing someone as a voter creates a self-fulfilling prophecy. Mentioning a vote history reminds them that we know if they vote

### “Everyone’s Doing It”

- If everyone else is voting, people will want to vote. Saying it’s a low turnout election or that voting is hard has a negative impact

### “Let’s Make a Plan”

- Ask questions to get voters to think through the process – where they will vote, how they will vote, and when they will vote

### Commitment

- Reminding voters of a commitment they made has been shown to increase turnout in some studies



**QUESTIONS?**

