

VICTORY
— 2012 —



**Turning Out the Republican
Vote in Your Precinct**



Door to door canvassing of Republican voters in your neighborhood is the most effective way to turn out the Republican vote on Election Day. Our Republican candidates depend on a strong turnout of Republican voters to propel them to victory.

As a Republican Neighborhood Precinct Representative, you are the key to maximizing Republican voter turnout in your Precinct.

- A personal visit from the Republican Party's official representative shows voters the Republican Party values them, and their vote.
- By visiting your Republican neighbors, you're making the Republican Party personal to them.
- Personal visits are proven to have an important impact on voter turnout.

In every election, the most important person in the Republican Party is the volunteer Precinct Representative.

When we're going into the field

The Republican Party has carefully selected two dates for Precinct Representatives to go out into the field and visit Republican voters and remind them to vote. These dates were selected based on when we know voters are making their decision, and are designed to reach those who vote by mail, and those who vote in person at a polling place.

- **Saturday, October 6, 2012.** This is our first day out in the field, and is designed primarily to cover voters who are likely to vote by mail. Under California law, ballots to these voters begin to go out in the mail 30 days before the election and together we work to make sure Republicans are visited before their ballots arrive.
- **Saturday, November 3, 2012.** On this weekend our objective is to cover all remaining Republicans who are likely to vote at the polls, together with those who will vote by mail but have not yet returned their ballot.



In addition to these two days, Precinct Representatives who live in precincts with a polling place conduct GOTV poll watching on **Election Day, Tuesday, November 6.**

The Republican Party Provides Everything You Need!

Though the generous support of our donors, the Republican Party will provide you with everything you need to visit your Republican neighbors and maximize the impact of your visits.

In advance of each deployment day you'll receive an email or postcard with the information of where to go to pick up your materials. The pickup location will be at an office, home or campaign headquarters in your area.

You'll be provided with: a map, lists of Republican voters in your precinct, doorhangers, and other materials.

Ready to go!

Going door to door can be labor-intensive, but it can also be fun and definitely worthwhile! Help get the most out of your walk by being prepared:

- Dress appropriately for the weather, and one half-step above the typical person you expect to see.
- Wear comfortable and presentable walking shoes.
- Take a drive through the precinct so you know what kind of terrain to expect.
- Bring your walking list, pens, doorhangers, and water.

Visiting with Your Republican Neighbors

Remember, you're only visiting the homes of Republicans in your precinct, so in most cases you're visiting with people who already support our candidates. The purpose of the visit is a quick personal contact that will encourage them to vote in the election while delivering a doorhanger with information on our official Republican candidates.

It's important to reach as many Republican voters as possible. This means keeping the contacts brief. Conversations at the doorstep should ideally take no more than a minute. Always be polite.

- Shake their hand.
- Address them appropriately as Sir or Ma'am.
- Always leave people with a good impression. Smile and be friendly.
- Ask for a commitment to vote on Election Day.
- Don't ever put literature on or in a mailbox! It's against the law.
- Never argue with the voter.

Supply information. While you have a Republican voter in front of you, make sure he or she does not leave confused or uneducated. Provide whatever information you can to help the voter turn out on Election Day, and use the doorhanger as an official guide.



Does this really work? YES!

Everyone's time is valuable, so the Republican Party only asks our volunteers to spend their time on activities that really make a difference.

Many studies have been performed on the impact of various types of contact on voters – mail, telephone calls, television commercials, personal visits, email, small events, etc. In person visits by far have the most powerful impact on voter behavior.

Two Yale University Professors, Donald Green and Alan Gerber, have compiled more than 200 studies on voter turnout for their book, *Get Out The Vote*. Here are the powerful results of just one study.

Results of a door-to-door canvassing experiment in six cities

(Percent, unless otherwise noted)

	Control group (No Visit)		Treatment group (Visit attempted)			
	Turnout	Number of Observations	Turnout	Number of Observations	Contact rate	Treatment effect
Bridgeport	9.9	911	13.9	895	28	14.4
Columbus	8.2	1,322	9.6	1,156	14	9.7
Detroit	43.3	2,482	45.7	2,472	31	7.8
Minneapolis	25.0	1,418	26.9	1,409	19	10.1
Raleigh	29.4	2,975	29.5	1,685	45	0.2
St. Paul	37.6	1,104	42.2	1,104	32	14.4

(Source: The figure in this table were calculated based on the results in tables 1 and 2 in Donald P. Green, Alan S. Gerber, and David W. Nickerson, "Getting Out The Vote in Local Elections: Results from Six Door-to-Door Canvassing Experiments" Journal of Politics, vol 65, no.4 (2003), pp. 1083-96.

Ten final tips for going door to door

- Introduce yourself briefly.
- Wear a lapel sticker, campaign button or t-shirt showing you're with the Republican Party or a Republican campaign.
- Always apologize if it's apparent that you've interrupted a resident's nap, meal, or other activity.
- Don't argue with anyone at the door. If the person doesn't agree with you, thank them for their time and leave.

- Hand the doorhanger to the voter. If no one is home, leave it on the doorknob.
- Don't walk your precinct after dark.
- Avoid precinct walking during important televised sport games.
- Never appear eccentric or sloppy.
- Don't take notes about your visit while the resident can see you.
- Keep your message short and thank them for their time.

ELECTION DAY POLL WATCHING

Volunteering on Election Day can have an important effect on Republican voter turnout. Many races have been won or lost by the smallest margins, and Election Day poll watching can make the difference.

Poll watching involves visiting your precinct's polling place on Election Day, tracking those Republicans who have already cast ballots, and calling those who have not yet voted.

The critical objective is to contact and persuade as many Republicans in your precinct to turn out and vote who otherwise would not. It only takes a few extra votes per precinct to change the outcome of an election.

Step by Step, Here's What to Do

1. As soon as possible after 3:00 PM go to the polling place for your assigned precinct. Compare your list of Republican voters with the list of people who have already voted. This is done by looking at the "Roster of Voters."

Tip: The law requires that at least once each hour until 6:00 PM the Precinct Inspector will check-off the names of each person who has voted. Sometimes, the Precinct Inspector neglects to update the list of those who have voted. To ensure you get the latest information, go into the polling place and introduce yourself to the Precinct Inspector as a precinct worker who is helping to get out the vote. Ask the Inspector when they last checked off the names on the posted sheet. Ask if they will bring the posted sheet up to date or, if the list is not up to date, let you work from the Precinct Sheet that they keep up to date inside the polling place.

2. Make a note of the number opposite the last signature in the book where voters sign in, so when you return to the polling place later, you can determine who has voted in the meantime.
3. Look down the polling booth's up to date "Roster of Voters." When you come to a name of a Republican who's been checked off, locate his or her name on **your** precinct sheet and check their name off so you know who has already voted. Do this for the entire sheet. At the end of that process, the unchecked names are of those Republicans who have not yet voted. These are the Republicans that you must contact and get to the polls by 8:00 PM.

4. Calling the Republicans in your precinct is the best way to get out the vote in the limited time available before the polls close. When you place your calls be sure to let the voter know that you are their neighbor and a volunteer with the Republican Party. Be sure you're standing at least 100 ft. from the polling place when you place your calls.
5. After you have attempted to reach each Republican who has not yet voted, return to the polling place, determine which Republicans have still not voted and go after them again. Keep at it until every registered Republican has voted or the polls have closed.
6. You have the legal right to determine who has not voted, so there is no reason to be apologetic about obtaining such information at the polling place. Of course, maintain a friendly, courteous attitude and don't interfere with the work of the polling place. It is a violation of election law to display or wear political paraphernalia within 100 feet of a polling place. Therefore, do not wear political buttons or clothing to the polls or within 100 feet of the polling place. Report any irregularities.

Remember: Motivating Republicans to vote who would otherwise stay at home is how we measure success!

***Thank you for your leadership in serving as a Republican
Neighborhood Precinct Representative!***