



Teach Coalition

Act for Jewish Education

1. Your vote counts.
2. All politics are local
3. Jewish Education: Can government funding offset the high cost of educating our children and grandchildren?
4. Teach Coalition
5. How to make your vote count?
6. Relationship building
7. Join us: mimij@teachcoalition.org



GUIDE TO ELECTIONS AND CAMPAIGNING

TYPES OF ELECTIONS

Federal

- Even years
- President (4 years), Senate (6 years), House (2 years)

State

- Usually in even years, some states (like NJ and VA have off year elections).

Municipal

- Often occur simultaneously with other elections, but sometimes are standalone.

TYPES OF ELECTIONS

General

Election to determine which candidate will be elected to office.

Primary

Election to determine which candidate will represent a political party in the General election.

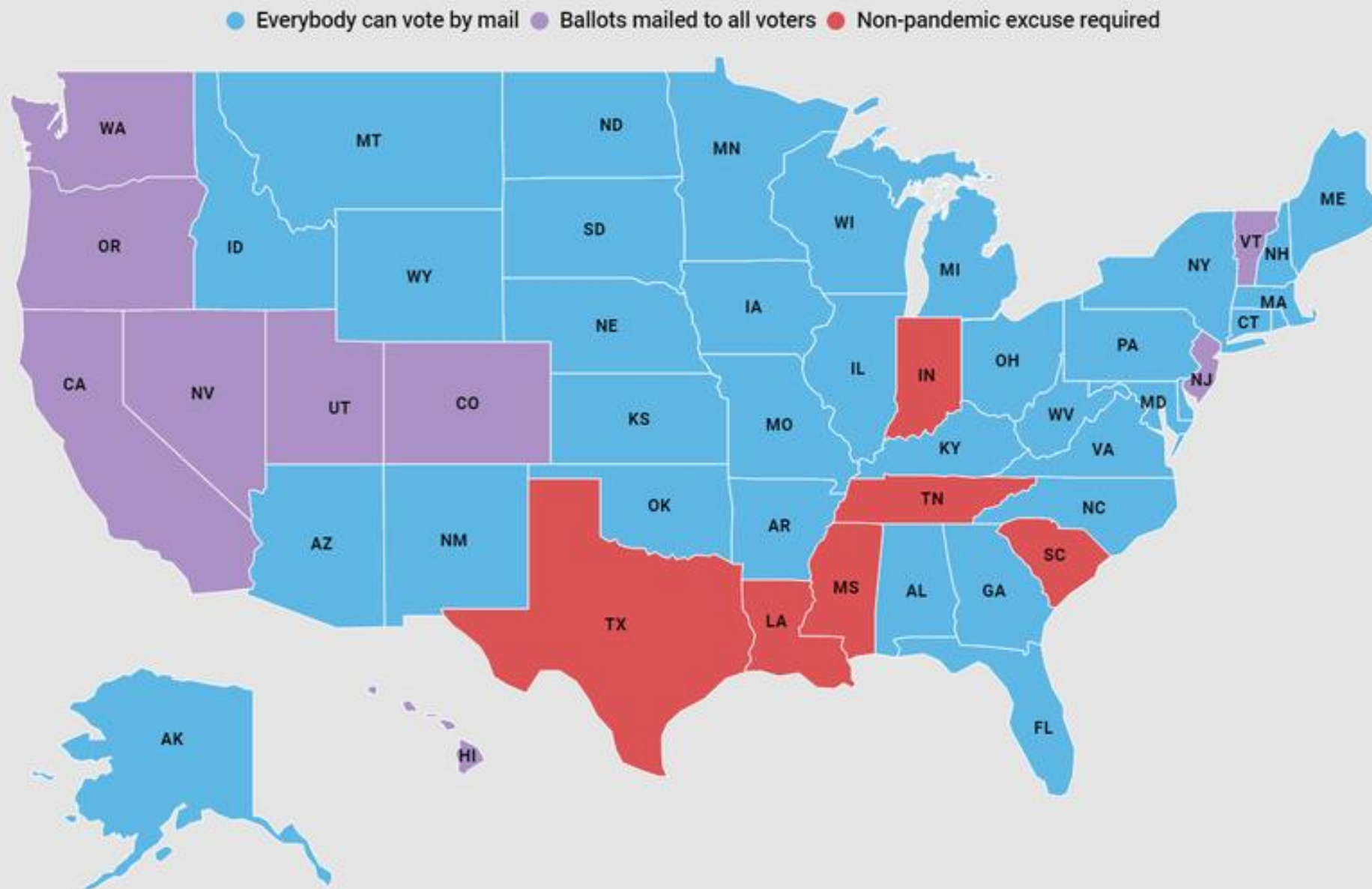
Open Primary

Election to determine the top two candidates that will complete in the General election, regardless of political party affiliation.

TYPES OF VOTING

- **Election Day Poll:** traditionally most utilized – offered in every election
- **Early Voting:** in person voting at designated polling locations prior to election day. Varies state to state.
- **Mail:** varies by state. Increasingly utilized and expected to skyrocket this year, including NY, NJ, FL

Mail Voting in the 2020 U.S. Election



TYPES OF VOTING

	Poll	Early	Mail
Florida	✓	✓	✓
New Jersey	✓	✗	✓
New York	✓	✓	✓
Pennsylvania	✓	✗	✓

VOTER REGISTRATION

- 1) Paper form
 - Allowed in all states
- 2) Online: 38 states including all Teach States aside from New Jersey
 - How to register to vote in Florida (video tutorial):
<https://www.youtube.com/watch?v=9UUfUnLSeKI>

THE VOTER FILE

A state's voter file includes public information about all voters including information such as address, age, party affiliation, and voting history.

Close

DNC

Voter Info

53 75

Contact Info

Volunteer

0

Notes

0

Tags

2

Outreach

7

Finance

0

Household

4

Voter Registration

NAME		ID-NUMBER					
COUNTY	PRECINCT	PARTY					
REGISTRATION DATE	DATE OF BIRTH	AGE	SEX	RACE			
CONGRESS	STATE SENATE	STATE HOUSE					
REGISTERED ADDRESS							
MAILING ADDRESS							

Scoring / History

	PRIMARY	GENERAL
Show Scoring	53	75
YEAR	PRIMARY	GENERAL
2018 DEM	Mail	Mail
2016 DEM	Ineligible	Poll
Registered 08/22/16		

4 voter history records 03/12/19, 11/06/18, 08/28/18, 11/08/16

House Score Graph: Primary General

TAGGING

Categorizing by school, synagogue, survey response, location, event, etc.

Close

Aqua, Daniel Samuel

DNC

Voter Info

53 75

Contact Info

Volunteer

0

Notes

0

Tags

2

Outreach

7

Finance

0

Household

4

Tag Summary

All as of 12/16/201908/13/18

YI Hollywood10/23/17

Membership

Ahavas Torah

Aventura Chabad

Bal Harbour Community

Beth Emet

Beth Israel

BM-NMB

Bnai Sephardim

Boca Jewish Center

Boca Raton Synagogue

Chabad Aventura South

Congregation Aitz Chaim - West Palm Beach

Miscellaneous

Challah Bake 2018

School Boards

Beth Emet

BMA

Hadar

Katz Hillel

KYHS

LEC (PTA)

Posnack

Posnack East (Hoschberg)

RASG Hebrew Academy

TARR

AB

AB JLC

Tower 41

Perfecting

New Voter/Address

Tracking

I need help with the ballot

I'm not sure

Maybe

No I will not vote

Oppose

Petition Family Members

Petition Signatures

Returned Mail Ballot

Send early voting information

Condominiums

Blue/Green Diamond

Tower 41 - 2019

Winston Towers

Precinct Activists

Amy Salzman (116,118,119,120)

Ben Jacobson (9)

Bryna Roth (116,118,119,120)

Daniel Aqua (Emerald Hills)

Daniel Aqua (North of Stirling)

Meir Weiss (119)

Miami Beach 28,29,31 (Ruchie review)

Events

2018 Aventura event 10/23

2018 Bal Harbour Event 5/15

2018 East Boca event 5/13

2018 HACS back to school 8/27

2018 Jewish Academy back to school

2018 MB Event 7/16

2018 North Miami Beach event 5/8

2018 RASG back to school

2019 Aventura Isles Audrey event 5/28

2019 YTCTE ECE Back to School

FB Groups

Inside Hollywood

GOTV Watchlists

Asher Menczer GOTV Watchlist

Other

All as of 12/16/2019

Do Not Mail

Friends of AIJ

Friends of DSA

Friends of MJB

Friends of RGB

New Dems 7/16

Orlando

Perfected

Perfecting - AB Request

TYPES OF VOTER OUTREACH

Door-knocking

Calling

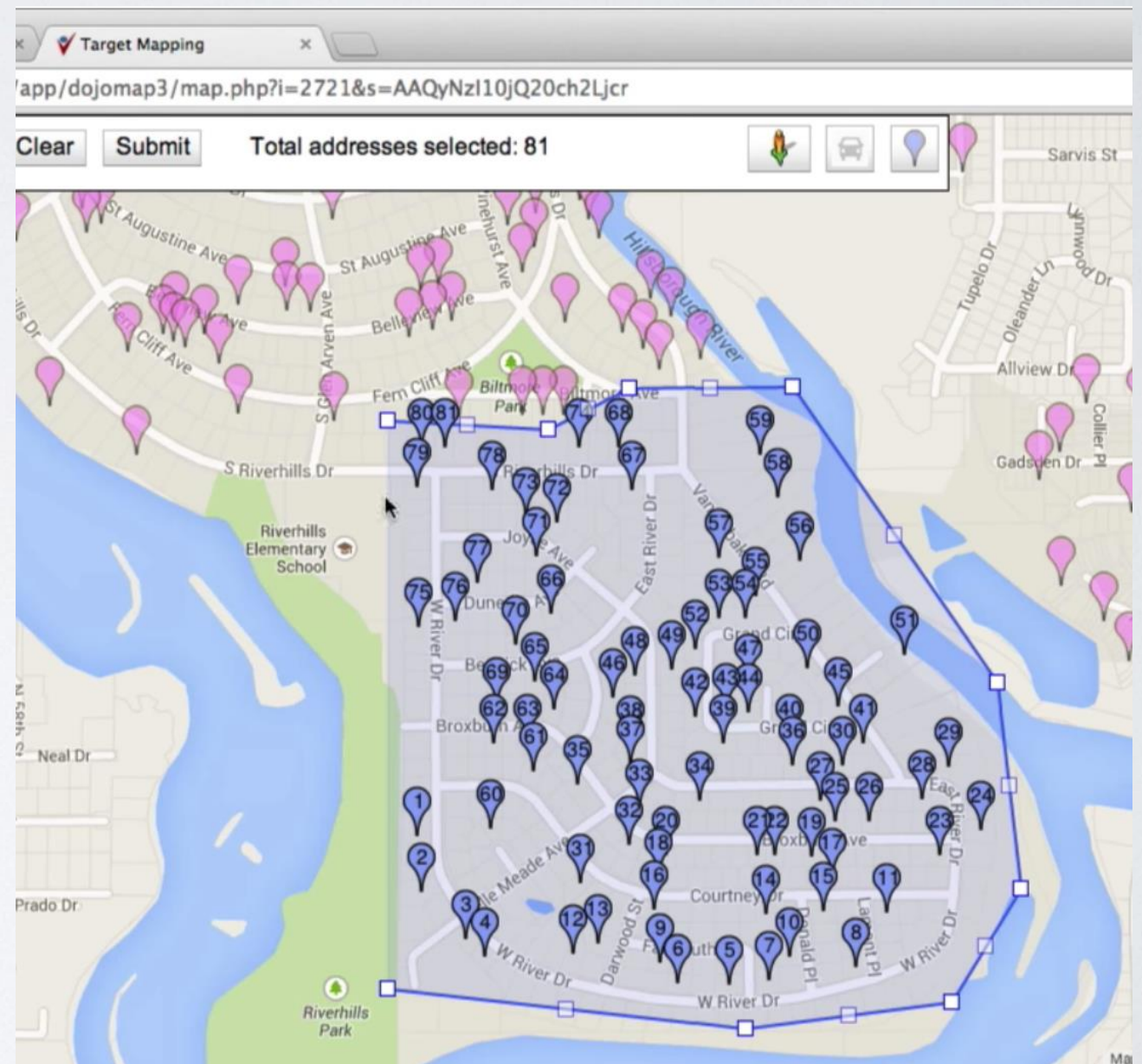
Texting

Emailing

Relational Organizing

DOOR KNOCKING

- Door-to-door canvassing is the most effective form of voter outreach, but also the most time intensive
- Volunteers receive a list/map of houses as well as a script of questions to ask each voter
- Volunteers input responses to their questions in an app, which information goes back to the campaign
- Suburban average is 15 doors per hours, 4 contacts per hour



Targeted walk list for a volunteer

PHONE BANKING

Predictive vs. Non-Predictive (standard) dialing


- Predictive dialing makes several automated outbound calls at once and patches through answered calls to the callers.
- It is faster and more efficient, but also costs money and requires at least four callers at once.

Persuasion vs. GOTV

- Most of our calling is strict GOTV, but Persuasion can be used to convince people about the importance of a certain issue

PHONE BANKING

	Persuasion	GOTV
Predictive	90 dials/hr 20 contacts/hr	100 dials/hr 25 contacts/hr
Non-predictive	25 dials/hr 7 contacts/hr	30 dials/hr 10 contacts/hr


Script

Hi, I'm [Your Name] a student at Hebrew Academy. Is this [Their Name]?

I'm calling to ask you to vote this election. Our school receives more than \$900,000 a year from state scholarship programs. Voting shows elected officials that we care.

- Can we count on you to vote?
 - Yes I will vote
 - No I will not vote
 - Maybe
- Would you like to receive information about early voting, which is open 7 AM - 7 PM from October 22nd to November 4th?
 - Send early voting information

[Conditions](#)
[Policy](#)

[Old Menu](#)

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Type to enter a caption.

TEXTING

Bulk Texting

- requires an opt-in by the recipient.
- They are sent from a Short Code, which is a 5 or 6 digit phone number.
- \$0.02-\$0.05 per text

P2P texting

- recent technology made popular in the 2016 election cycle.
- It allows volunteers to send up to 1000 texts/hour, but must click send on each individual text.
- Charities and Political campaigns are exempt from FCC regulations requiring an opt-in, so you can text any cell phone number you have.
- \$0.08-\$0.10 per text

EMAIL

Segmenting

resend



Recent Campaigns (10)				
	2 Days left GOTV email - first send (copy 01) Regular · Master List 11/12/17 Unsaved segment Sent Mon, November 5th, 2018 7:00 PM to 4K recipients by you	Sent	14.0% Opens	1.5% Clicks
	2 Days left GOTV email - first send Regular · Master List 11/12/17 Segment: Campaign Pasted Segment - 03 Nov 2018 08:53:06 pm Sent Sat, November 3rd, 2018 9:04 PM to 5K recipients by you	Sent	23.9% Opens	3.4% Clicks
	General Election GOTV email #1 10/3 Regular · Master List 11/12/17 Sent Wed, October 3rd, 2018 4:16 PM to 7K recipients by you	Sent	27.9% Opens	1.3% Clicks
	Hollywood Primary Day GOTV Email 8/28 Regular · Master List 11/12/17 Unsaved segment Sent Tue, August 28th, 2018 6:45 AM to 984 recipients by you	Sent	32.1% Opens	3.5% Clicks
	Boca Primary Day GOTV Email 8/28 Regular · Master List 11/12/17 Unsaved segment Sent Tue, August 28th, 2018 7:00 AM to 1K recipients by you	Sent	32.3% Opens	3.0% Clicks
	East Boca Primary Day GOTV Email 8/28	Sent	46.1%	1.0%

RELATIONAL ORGANIZING

Leveraging your existing family and friend relationships

