

Developing your GOTV Plan



#PoweredByPowerCoalition

Today's Agenda

- Developing a comprehensive plan for your get out the vote campaign, that includes tactics, budgeting, strategy and more.



Welcome & Introductions

→ We will introduce ourselves by areas

Share your name, and the city or parish where you will be doing outreach

→ There will be time after each section for questions



2024 GOTV Goals

→ **Expand the Black Indigenous People of Color (BIPOC) electorate by registering people of color**

- Black Women
- Young Voters
- FIP's – VOTE

→ **Turn Black infrequent and semi frequent voters into Power Voters**

- Votes in every election
- Hold elected officials accountable
- Stand In Your Power!

→ **Expand Voter of Color turnout to 65%**



Get Out the Vote 2024 Goals



By the Numbers



MARCH 23

Municipal Primary & Special General Election



APRIL 27

Municipal General Election



NOVEMBER 6

Open Primary/
Presidential/Congressional



December 7

Open General/ Congressional



Over
3,000,000
Texts Sent

Over
400,000
Call Attempts



Over
100,000
Doors Knocked

10
Candidate
Forums Hosted



**Stand in
Your
POWER**
October 14
Governor's Primary
Early Voting
September 30
- October 7
Polls Open:
8:30 AM - 8:00 PM

Over
3.5 Million
Digital Ad Impressions



Areas you want to focus on? EXAMPLE

Shreveport:

4 canvasser (Goal is 12, some folks drop off)

12 phone bankers/Texter

Baton Rouge:

50 Canvassers (solid 25 consistently)

15 Phone Bankers/Texters

New Orleans:

25 Canvassers

Priority Races:

District 4 – Parishes

- | | |
|--------------|-------------------|
| → Acadia | → Iberia |
| → Allen | → Jefferson Davis |
| → Avoyelles | → LaSalle |
| → Beauregard | → Rapides* |
| → Calcasieu* | → Sabine |
| → Cameron | → St. Landry |
| → Catahoula | → Vermilion |
| → Evangeline | → Vernon |
| → Grant | |

Create a Timeline:

→ Important Dates & Deadlines

- GOTV Recruitment begins - August 1st - September 5th
- Statevoices GOTV Training Pt. 1 - Aug 11, 2024
- Train the trainer - August 15th
- Statevoices GOTV Training Pt. 2 - Aug 25, 2024
- Outreach team training- September 6th @11:30
- Phone Banking & Text Banking starts - September 12th

Field Office- Rapides

Cheron Holland

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808 Texas Ave, Apt. A
Alexandria, LA 71301

Data Team

Data@powercoalition.org

Priority Races:

Statewide Gubernatorial	Treasurer	Attorney General	Commissioner of Insurance	BESE District 5 School Board	State Senator 33rd Senatorial District	State Representative 34th District
Louisiana Public Service Commission - rising utility costs	State Representative 39th District	State Representative 15th District	Sheriff	Clerk of Court	Coroner	Police Juror District A-F

Field Office - Calcasieu (Lake Charles)

Roishetta Ozane

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Data Team

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Priority Races:						
Statewide Gubernatoria 1	Governor	Lieutenant Governor	Secretary of State	Treasurer	Attorney General	Commissioner of Insurance
Louisiana Public Service Commission - rising utility costs	BESE District 7	State Senator 25th Senatorial District	State Representative 34th District	District Judge	Sheriff	Police Juror District 1-4,8,9

Action Items:

→ **Action Items:**

→ Data & Compliance Quiz

<https://docs.google.com/forms/d/e/1FAIpQLSejWXjRF4pCt6jYHGtMMkrsgQO1kPUBDSUyyEM1joeW3CyBdQ/viewform>

→ Dispatch Sign Up:

→ <https://la.dispatch.statevoices.org/3a7dc9e1-b9b5-4faf-a49a-a86321f0ee1f/join>

Field Office- East Baton Rouge

Ansel Bradford

Abradford@powercoalition.org

Data Team

data@powercoalition.org

Priority Races:

Statewide Gubernatorial	Treasurer	Attorney General	Commissioner of Insurance	BESE District 6	BESE District 8	State Senator 6th Senatorial District	State Senator 17th Senatorial District
	State Representative 61st-66th District	State Representative 68th District	State Representative 70th District	District Judge 19th Judicial District Court, ES 1 Div. J	Judge, Family Court Election Section 3 Division D	Sheriff	Clerk of Court

Field Office- St. John the Baptist

Ansel Bradford

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Data Team

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Priority Races:

Statewide Gubernatorial	Treasurer	Attorney General	Commissione r of Insurance	BESE District 2	State Senator 2nd Senatorial District	State Senator 19th Senatorial District	State Representative 57th District
	Sheriff	Clerk of Court	Coroner	Parish President	Councilman at Large Division A-B	Councilman District 1-7	Justice of the peace Justice of the Peace District 7

Field Office- St. James

Ansel Bradford

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Data Team

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Priority Races:

Statewide Gubernatorial	Treasurer	Attorney General	Commissioner of Insurance	BESE District 2	State Senator 2nd Senatorial District
	State Representative 81st District	District Judge 23th Judicial District Court, ES 1 Div. E	Sheriff	Parish President	Councilma n District 1-7

Billy Anderson

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331 Milam Street Suite 308

Data Team

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Priority Races:

Statewide Gubernatorial	Treasurer	Attorney General	Commissioner of Insurance	BESE District 4	State Senator 31st and 38th-39th Senatorial District	State Representative 1st-2nd,4th, and 6th-7th District
	Judge Juvenile Court, Elec.Secr. 3A	Sheriff	Assessor	Parish Commission Member District 1,3,4,8,10,and 12	Council Member(s) Village of Mooringsport	

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Priority Races:

Statewide Gubernatorial	Treasurer	Attorney General	Commissioner of Insurance	BESE District 4	State Senator 31st, 36th, and 39th Senatorial District
	State Representative 2 and 9 District	Sheriff	Police Juror District 1, 2-6, 9-10, and 12	Member of School Board District 4	

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Data Team

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Priority Races:

Priority Races:						
Statewide Gubernatorial						

PCEJ Headquarters

DataTeam@powercoalition.org

4930 Washington Ave. Ste. E
New Orleans, LA 70125

Data Team

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Priority Races:

Statewide Gubernatorial	Treasurer	Attorney General	Commissioner of Insurance	BESE District 1-2
	State Senator 1st and 9th Senatorial District	State Representative 23rd, 91st, 99th, and 105th District	Judge Criminal District Court, Section I	

PCEJ Headquarters

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4930 Washington Ave. Ste. E
New Orleans, LA 70125

Data Team

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Priority Races:				
Statewide Gubernatorial	Treasurer	Attorney General	Commissioner of Insurance	BESE District 1-2
	State Senator 8th-10th and 19th District	State Representative 83rd, 85th, 87th, 92nd, 94th, and 105th District	Councilman at Large Division A-B	Councilman District 3-5

Field Office - St. Bernard

PCEJ Headquarters

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4930 Washington Ave. Ste. E
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Data Team

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Priority Races:

Statewide					
Gubernatorial					

Timeline

Kick Off/Start Date:	Phone Bankers – Wednesday September 6, 2023 Canvassers – Wednesday September 6, 2023
Last Day to Register to Vote in Person or by Mail:	September 13
<u>Last Day to Register to Vote Online:</u>	September 23
Early Voting:	September 30 - October 7 (except Sunday)
Last Day to Request a Mail in Ballot:	October 10
Election Day:	October 14
Run-off Election:	November 18

TACTICS:

- **Listening Sessions/Forums/Events**, Date, times, and locations are needed to notify folks in scripts, digital ad posts
 - Politics @ Politics: BR, NOLA, and Lafayette - September - October.
 - Shreveport Listening Session
 - ◆ September 6th- 5pm to 7pm David Raines 2855 Dr. Martin Luther King Dr Shreveport, LA 71107
 - ◆ September 7th 5pm to 7pm Cedar Grove 8303 Line Ave. Shreveport, LA 71106
 - ◆ September 12th 5pm to 7pm West Shreveport 4380 Pines Road Shreveport, LA 71119
 - ◆ September 13th 5pm to 7pm Mooretown 4360 Hollywood Ave. Shreveport, LA 71109
 - Shreveport Forums
 - ◆ September 22nd - 6pm to 8pm Shreveport City Council - Caddo Parish Commission - **Alphonse Jackson Lecture Hall** Building- Southern University Shreveport 3050 Dr Martin Luther King Dr, Shreveport, LA 71107
 - ◆ September 21st - 6pm to 8pm Caddo Parish School Board -**Alphonse Jackson Lecture Hall** Building- Southern University Shreveport 3050 Dr Martin Luther King Dr, Shreveport, LA 71107
 - ◆ September 20th - 6pm to 8pm Shreveport Mayor- **Alphonse Jackson Lecture Hall** Building- Southern University Shreveport 3050 Dr Martin Luther King Dr, Shreveport, LA 71107
 - Baton Rouge Forums
 - ◆ **Candidate Forums need to be set for Baton Rouge:**
 - East Baton Rouge School Board (early october)
 - Statewide congressional race (early October)
 - PSC Race (early october with the coalition partners)

VOTER REGISTRATION

- Billy –
 - July 23rd Friends in Unity Citywide Kickback (12 Registered)
 - August 6th Ratchet City Music Fest
 - August 20th 7:30am to 12:30pm Shreveport Farmers Market
 - August 27th 7:30am to 12:30pm Shreveport Farmers Market
 - September 3pm to 7pm 10th GSU vs NSU Voter Registration at Independence Stadium
 - September 26th Pathways in Education 10 am
 - October 3rd 4pm to 6pm David Raines Library Voter Registration Drive
 - October 4th National Night Out Voter Registration
- Kaitlyn
 - July 30th- Back to school Baker event (20 registered)
 - Saturday August 6th
 - 10 am until 2 pm- EBR Schools back to school bash at River Center
 - 11 am until 2 pm- Darryl Hurst District 5 event BREC's North Sherwood Forest Boulevard Baton Rouge, LA 70814
 - 2 pm- Howell Park - EVOLVE Back to School
 - Sunday August 7th
 - LORI back to school event 1 pm until 5 pm - n. Sherwood Park
 - Darryl Hurst 3:00 p.m. until 6:00 p.m.
 - 3535 Riley Street Baton Rouge, LA 70805
 - National Voter Registration Week
 - At all the EBR high schools
 - At LSU and Southern University and BRCC
 - With volunteers from the churches we work with

RECRUITMENT

- **Recruitment** (2nd week of Sep)
 - Canvassers/Texters
 - Phone Bankers/Texters (Shreveport 10)
 - Volunteers
 - Phone bankers
 - Texters
 - Election protection?



BUDGET:

Developing your budget.

[Budget Example](#)



GOTV 2020 EXAMPLE



EMAIL: DATA@POWERCOALITION.ORG



Hours & Shifts

- **Hourly pay rate: \$15**
- Shifts are up to 4 hours long
- **MAX** hours 20 hours a week, will vary during election week.
- Hours submitted late will not be processed until the following weeks payroll! **NO EXCEPTIONS!**
- **Gas stipends are available** for drivers that are using their car during a canvassing shift.
 - \$10/day is added to the check of the driver weekly.
 - Only 1 driver – 4 people to a car.

Shifts are available from: *check with your lead to see if they schedule you for specific shifts.*

→ **Phone Banking**

- Monday - Saturday 11-3 or 3-7

→ **Canvassing**

- Monday - Friday 3- 7
- Some Saturday's 11 - 3 or 3 - 7
- Payroll has to be submitted by leads **every Monday by noon**
- Payroll Period (Sun - Sat)

Example of payroll timeline:

- Pay Period: 9/10 - 9/16
- Canvasser/Phone Banker Submit hours: Sunday 9/17 by 9 am
- Hours Submitted by Lead: Monday, 9/18 by noon
- Payment Date: Friday, 9/22 by 5 pm

Payroll

ISP - HR@PowerCoalition.org

Gusto

Join the virtual training Tuesday at 5:00 pm for a Gusto Walkthrough!

Your field lead will submit your hours weekly.

