

# How to Build your GOTV Team



#PoweredByPowerCoalition

# Today's Agenda

- Building out your GOTV Team, motivating your outreach members, where to find outreach members?
- When should recruiting begin for campaigns?



# 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



# 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



## What's Your Why

- What are you trying to accomplish?
- Why do you need a GOTV team?

# Recruiting

1. Where
2. What does the conversation look like when you are recruiting someone
3. What's the follow up
4. Retention Strategy- How to Keep People Involved



# Mock Teams



## GOTV Timeline

August 1st - Start Recruiting

September 16th - Kick Off

September 16th - October 7th Voter Registration

October 7th- 29th Early Voting

October 30th-November 4th Election Day

November 5th - ALL Day Election Day