

Voter Data and List Building in VAN

Martin Bergstrom

Purpose

- 1) Discuss Voter Data available in VAN
 - a) The Democratic Data Ecosystem
 - b) Voter records in VAN
 - c) Life Cycle of the Ecosystem
- 2) Use voter data to create lists for a variety of purposes
- 3) VAN Access and Resources



Who Can Access VAN?

- Democratic candidates and their campaigns
 - Fill out the form at midems.co/van
- Chartered MDP Clubs, Caucuses, and local Parties
 - The *CHAIR* of the group can send us an email at van@michigandems.com to get started if your group does not already have a VAN committee

A screenshot of a web form titled "Michigan VAN Access for Candidates". The form is set against a light blue background. At the top is a dark blue header with the "MI DEMS" logo. The title "Michigan VAN Access for Candidates" is in bold. Below the title, there are three paragraphs of text explaining the purpose of VAN and how to request access. A red asterisk indicates a required field. Below the text is a text input field labeled "Email address *" with the placeholder "Your email". At the bottom right of the form is a "Next" button.

MI DEMS

Michigan VAN Access for Candidates

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*** Required**

Email address *

Your email

Next

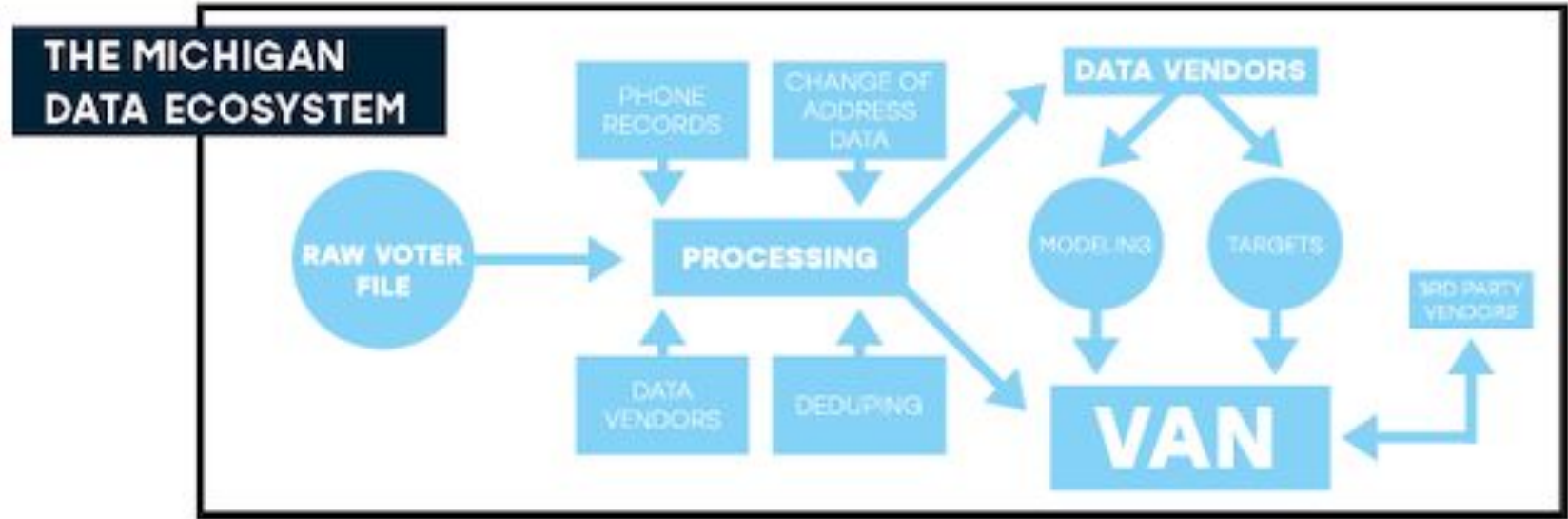
1) Voter Data in VAN

Data in VAN comes from 4 principal sources

- 1) Michigan Voter File
- 2) Commercial Datasets
- 3) Supplemental Analytics
- 4) User Input



Briefly, how all that ends up in VAN



Looking Up Individual Voter Records in VAN

Home / Quick Look Up

CONTACTS

Quick Look Up

Last Name: First Name: Middle Name: Nickname: DOB: ID:

Voter File VANID:

Street Address: City: Zip: County:

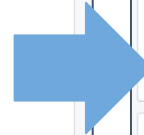
Email: Phone:

☒ Use SmartName search technology ☒ Exclude Unregistered Voters


Remember Filters Clear Search



Voter File VANID	Name	Address	City	Likely Party	Age	Phone	Email	CD
14198560	Bergstrom, Martin	1936 W Warren Ave	Detroit	SD	31	(785) 218-5003		013

1 Person · 1 Page



Home / Quick Look Up / Martin Bergstrom

 **Martin Bergstrom** Dem Milit

 (785) 218-5003 (Cell)
 1936 W Warren Ave Detroit, MI 48208 (Voting)

[All Details](#) Overview

Voter File VANID:

[Contact History](#)

[Activist Codes](#)

[Survey Responses](#)

[Targets](#)

[Phones](#)



Each voter record represents a combination of those four information sources

M

Martin Bergstrom (Sam)

(785) 218-5003 (Cell)

van@michigandems.com (Other)

1936 W Warren Ave Detroit, MI 48208 (Voting)

All Details

Overview

Voter File VANID

14198560

Start...

Script

Form

Clear

Print

Save

> Self-Reported Demographics

> Follow Ups

> Organizing Turfs

> Voter Registration Status and Form Details

> Addresses

> Salutation

> Polling Place

> Districts

> Phones

> Email

> Voter File VANID

> Vital Stats & Contact Preferences

Source File M
Sex
DOB (Age) 01/01/1990 (31)
Voting Status Active
Ethnicity
Date Reg 11/3/2009 12:00:00 AM
Date Eff Reg 3/8/2020 12:00:00 AM
Prim Ethn White (Low)
Religion Protestant
Preferred Contact Method Save

☐ Do Not Walk
☐ Do Not Call
☐ Do Not Mail
☐ Do Not Email
☐ Do Not Text
☐ Deceased

Suppressions

Website Save

> Voter Registration History

> Activist Codes

> Survey Responses

> Contact History

> Early Voting

> Voting History

> Robocalls

> Notes

> Tags

> Scores

> Targets

> Relationships

Assistant Name Save

> Likely Party

> Also at Primary Address

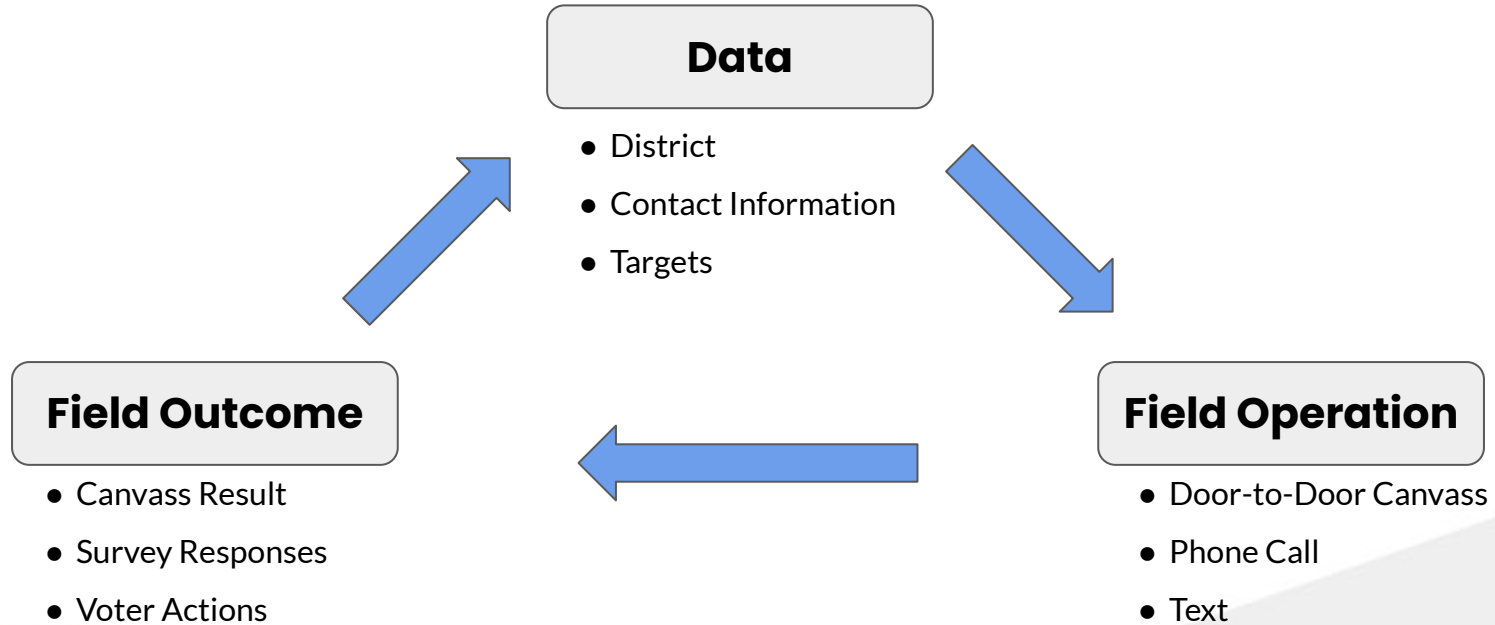
> Program Type

> Actions

Save All

Save Page Layout

Voters are not static--they move through the data ecosystem based on your work



You can do a lot from just an individual voter record

- 1) Add or update contact information
- 2) Create new survey responses
- 3) Mark Activist Codes
- 4) Apply Suppressions



2) Creating Lists

Create a list is how we build a list of voters to reach out to for a given field action

The screenshot displays the 'My Voters' dashboard for a user named Martin. The interface is organized into several sections:

- Header:** 'My Voters' and 'My Campaign' tabs. A 'What's New?' notification shows 14 items. Language selectors for 'ES' and 'EN' are present.
- Main Menu:** A sidebar on the left with a 'Welcome Martin' greeting. It contains a list of links: 'Output Requests' (18 New), 'My Requests' (0), 'My Export Files' (0), 'My PDF Files' (0), 'Counts/Crosstabs Outputs' (1), 'Follow Ups' (0), 'Support Requests' (10 New), 'Contact the Admin', 'Request a User Account', and 'Create Targeted Videos'.
- Administrative Menu:** A section below the main menu with links for 'Polling Locations' and 'Party Leaders'.
- Quick Look Up:** A section with a 'Quick Look Up' button.
- Lists:** A section with links to 'Create A New List', 'Go to My List (19 People)', and 'View My Folders'.
- Canvassing:** A section with links to 'Canvass Results' and 'Turfs'.
- Load Data:** A section with links to 'Quick Mark', 'Scan Bar Codes', 'Script View', 'Grid View', 'Form View', and 'Run Bulk Uploads'.
- Quick Tasks:** A section with links to 'Relationships' and 'Virtual Phone Bank'.

First, define the desired outcome

- “We want to find potential candidates for precinct delegate”
- “We want to grow our County Party membership”
- “We want to engage with Democratic voters and find out what issues they care about”
- “We want to persuade voters who might be on the fence to support our candidate”
- “We want to turn Democratic voters out to vote during the election.”



Decide who to target

- Recent Volunteers
- Recent Volunteers + Volunteer Yes
- Democratic Voters we haven't spoken to recently
- Likely persuadable voters or soft Democratic voters who we haven't spoken to yet
- Democrats or likely Democrats who might need a reminder to vote



All that same data we looked at for individual voters is available in Create a List

Geographic Info

- District
- Address
- Address type

Demographic Info

- Age
- Gender
- Modelled Ethnicity

Voting History

- Specific Elections Voted
- Vote Method
- Number of elections voted
- Etc.

User Input Info



- Survey Responses
- Activist Codes
- Canvass Results
- Phone Numbers

Analytics Info

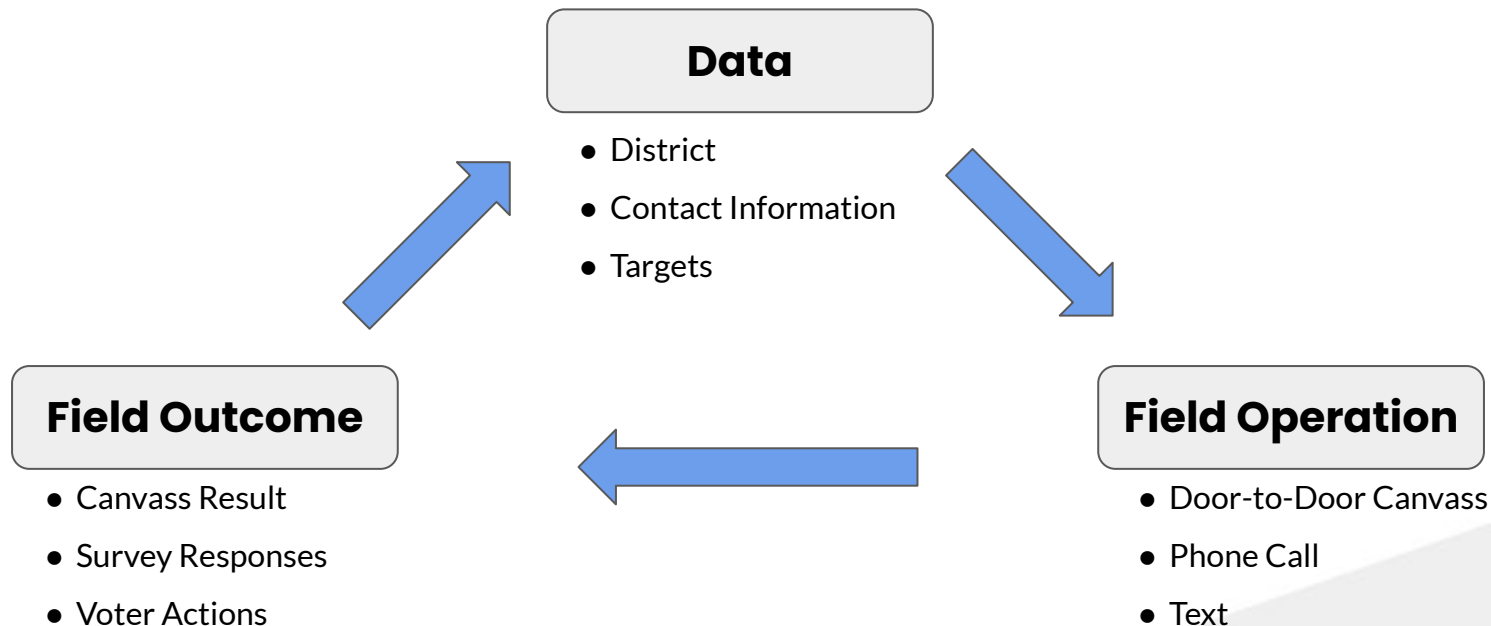
- Targets
- Democratic Support
- Volunteer Propensity
- Demographic Modeling



There are 3 Primary building blocks to creating lists of voters

Add People		Adds people with a given set of criteria to your current list.
Remove People		Removes people with a given set of criteria to your current list.
Narrow People		Keeps people in your list who meet a certain criteria.

Targets should not be static--they should change based on new information.



What support resources exist?

Support Channels

- Your Project 83 Organizer
- Have a question? van@michigandems.com
- [Weekly Office Hours](#)
 - Monday 6-7pm EST
 - Thursday 1-2pm EST
- Schedule a 1-1 Training: calendly.com/mivan
- [MDP Slack](#)



(Links will be shared when we send this slide deck out post training)

VAN Resources

VAN How-To:

- VANual: midems.co/vanual
- miniVANual: midems.co/mini-vanual

Michigan Specifics:

- Michigan VAN FAQ: midems.co/van-faq
- Monthly VAN webinars: michigandems.com/toolkit
- MI VAN Update Emails




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Requesting VAN Access – Candidates

- Fill out the form at midems.co/van
- We'll follow up with pricing information and other important details





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* Required

Email address *

Your email

Next

Requesting VAN Access – MDP Chartered Groups

- The CHAIR of the group can send us an email at van@michigandems.com to get started if your group does not already have a VAN committee
- If you are looking for VAN access through a local group's VAN committee, reach out to the local group directly. All local groups with VAN access can add new user accounts at their own discretion



Questions?