

Voter Outreach in VAN

MDP Data Team

****This session is being Recorded****

Outline

1. Review VAN and Voter Data
2. Scripts in VAN
3. Canvassing
4. Phone banks
5. Manual Data Entry



1) Review

What is VAN?

The Voter Activation Network is a **set of tools** for interacting with the **voter data** to contact voters

You can think of VAN in two types of buckets...

Toolbox:

- Door-To-Door Canvassing
- Phone Calls
- Digital Campaigns
- Texting
- Direct Mail



Data:

- Michigan Voter File
- Supplemental Analytics
- Commercial Datasets
- User Input

Requesting VAN Access


Candidates:

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

Chartered MDP Clubs and Caucuses

- Have the CHAIR of the club or caucus reach out to us at van@michigandems.com





Michigan VAN Access for Candidates

VAN is a powerful resource for running successful field campaigns here in Michigan, from City Commission to U.S. President. Tools for analysis, targeting, and voter outreach are at your finger-tips with a powerful voter database designed for progressive campaigns.

We strive to make VAN available and accessible to all Democratic campaigns in Michigan, no matter what office you are running for. The following questions will help us get you set up with VAN quickly so you can start campaigning.

This form is only for candidate VAN access. If you are not a candidate, but are requesting access to a County Party, Club, or Caucus VAN committee, please reach out to van@michigandems.com

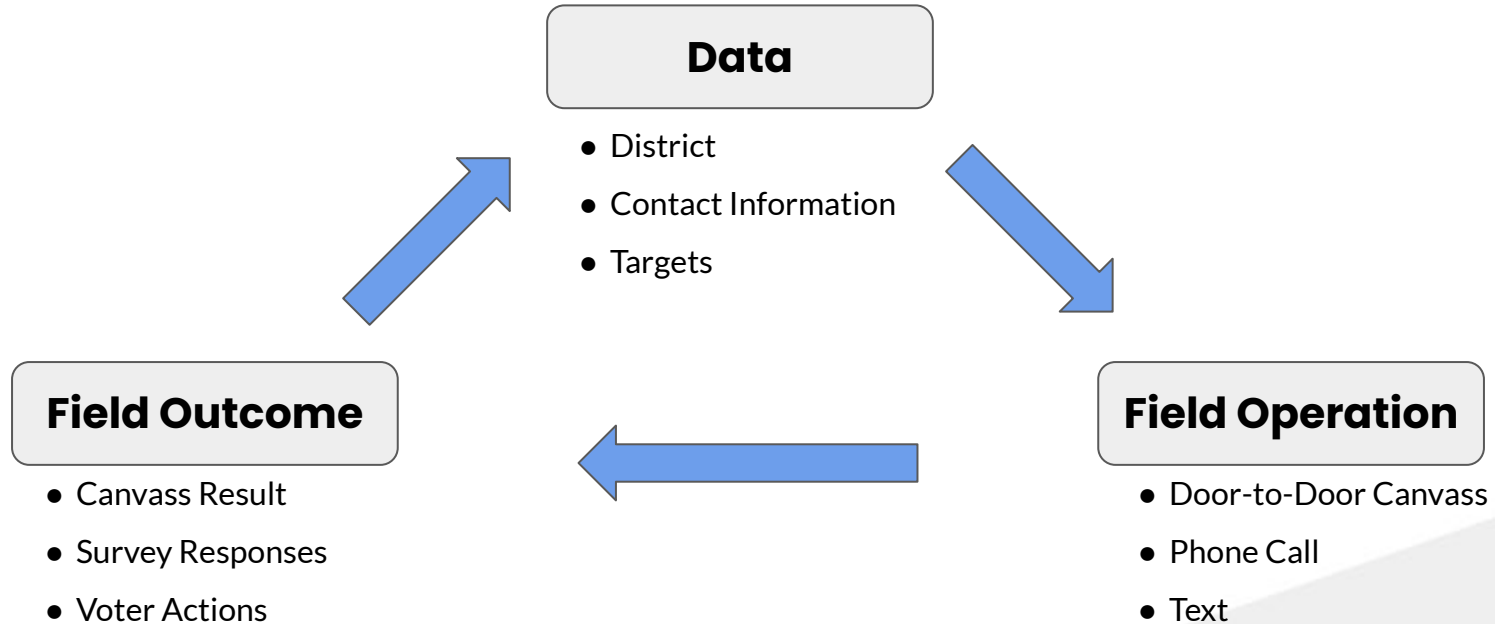
** Required*

Email address *

Your email

Next

VAN is a data ecosystem--it is not static and evolves based on your work and regular updates



In the last webinar, we discussed how to build a list of voters

- 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



Now, we're focused on reaching out to those voters

- Create a script for our message and information
- Cut turf to canvass
- Create a phone bank for phone calls
- Enter the data



2) Scripts

Scripts specify what we say to a voter and what information we take away from the conversation

1) Message

- a) Outbound information that you are giving to voters
- b) Defined through the “Text” of a script

2) Data

- a) Information that you are collecting from a voter
- b) Defined through survey questions and canvass results

Linear Script Preview

1	Text	Hi, is this ____?	Delete Edit
		My name is ____ and I'm a volunteer with the Michigan Democratic Party.	
		I am going door-to-door today with other volunteers to let people know that it has never been easier to register and vote in Michigan.	
2	Survey Question: XCmty Party ID	On a scale from 1 - 5, 1 being a strong Democrat 5 being a strong Republican, what would you say your party affiliation is?	Delete
		<input type="text" value="Strong Democrat"/>	
		<input type="text" value="Lean Democrat"/>	
		<input type="text" value="Independent/Und"/>	
		<input type="text" value="Lean Republican"/>	
		<input type="text" value="Strong Republican"/>	
		<input type="button" value="Save"/>	



Use prompts and be flexible. Ultimately you are trying to create a conversation with the voter

- 1) **Include text prompts within the script**
 - a) [Don't read options, listen to voter response and code]
 - b) [IF YES], [IF MAYBE]
- 2) **Go over the script with your volunteers--role play**
 - a) Information that you are collecting from a voter
 - b) Defined through survey questions and canvass results
- 3) **Don't code partisanship based on perception--people will let their stereotypes get in the way of real information**

3 Survey Question: MDP Party ID On a scale from 1 - 5, 1 being a strong Democrat 5 being a strong Republican, what would you say your party affiliation is? Delete

1. Strong Democrat

2. Lean Democrat

3. Independent

4. Lean Republican

5. Strong Republican

4 Text [IF DEMOCRAT] Delete Edit

5 Survey Question: MI XCmty Volunteer One of the reasons we were so successful in 2020 is that people like you came out to help elect Democrats up and down the ballot. Can we count on you to volunteer with us at future events? Delete

Yes

No

Maybe

Yes-Closer to E-Day

Save Order



3) Canvassing

VAN has built-in tools for door-to-door canvassing

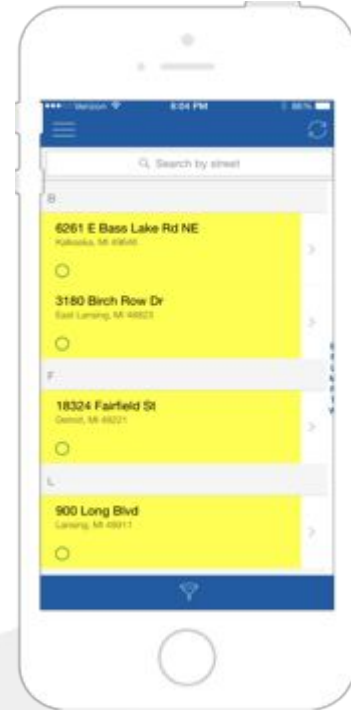
miniVAN

miniVAN is a phone and tablet app that saves time and resources, while insuring more accurate and immediate data entry

1. Open walk lists on your phone
2. Enter canvass results and survey questions at the door
3. Sync your data into VAN in real time
4. No messy or tedious data entry after a canvass

Paper Walk Lists

While we encourage everyone to use miniVAN because it increases the speed and accuracy of canvassing results, it is helpful to have a few paper walk lists printed out for volunteers who refuse to use the app

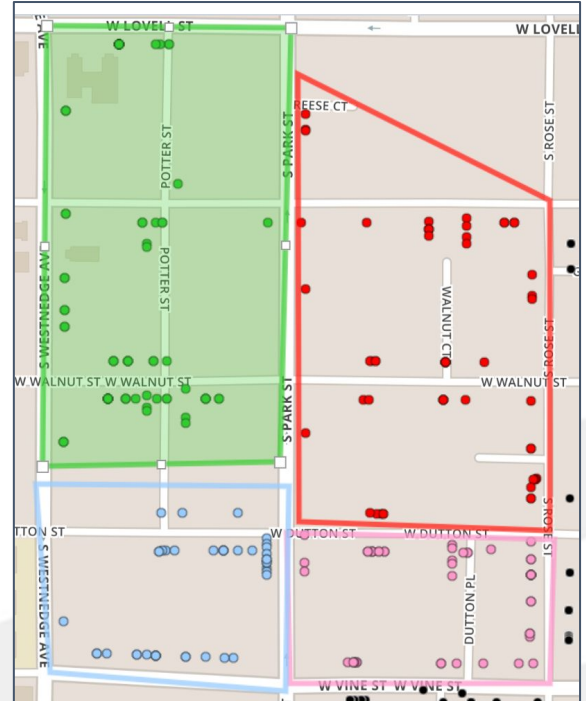


Cut Turf

- 1) Narrow your list to the area you are canvassing that week
- 2) Use the “Cut Turf” button to divide your list into geographic units

Good principals:

- Try to cut turfs your volunteers can cover in about 2 hours
- Avoid having canvassers cross major roads or climb steep hills



Distribute to Canvassers

From Your Turf Page:

- 1) “Print for miniVAN,” generates list numbers and a PDF you can use for miniVAN turf check-out
- 2) “Print Region” generates full PDF walk sheets and a turf checkout sheet
- 3) Send to miniVAN user allows you to send turf to existing VAN users

Good principals:

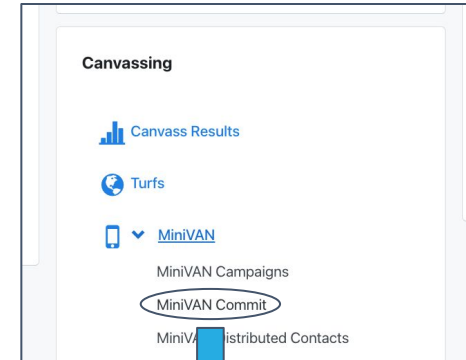
- Match your turfs to canvassers
- Have volunteers fill out the turf check-out sheet
- Follow-up with your canvassers



Review and Commit Your Data As Canvassers Return

- 1) Do a qualitative check-in
 - a) Make sure it went well
 - b) Data was logged correctly
- 2) Compare topline numbers
 - a) How many doors they did
 - b) How many Democrats they spoke to

If things line up, commit the data



MiniVAN Commit
Synced lists of committed and uncommitted MiniVAN data is retained for up to 21 days.

Export To Excel [Commit](#)

Uncommitted Lists: 1 Total Doors: 9 Most Recent Commit: Time Since Last Refresh: 0m
[Refresh](#)

Contacted By: Status: Pending Date From: Date To: ☐ Show Individual Syncs

[Refresh Results](#)

<input type="checkbox"/>	List Name	Sync Date	Syncs	Canvasser	Attempts	Doors	Canvassed	Contact Rate	NH	Moved	Refused	
<input type="checkbox"/>	Woodbridge GOTV Turf 01	4/27/21	4	Martin Bergstrom	11	9	2	18%	9	0	0	Delete



4) Phone Banking

VAN has built-in tools for phone banking

Virtual Phone Banks

Allow volunteers to call through a list of targeted voters and record their responses in real time.

1. Each screen will display a voter, their info, and phone number
2. Volunteers record their responses as they talk
3. Data is synced immediately to VAN

Paper Call Lists

Paper call sheets are slightly slower, and more restrictive on phone number options, but important for volunteers who do not have computers.



Create your phone bank

Virtual Phone Banks:

- 1) From your List page, select “Calls”
- 2) Select “Publish to openvpb.com” as an option
- 3) Share the Open VPB Link or code with your volunteers

Printed Lists:

- 1) From your List page, select “Print”
- 2) Select “Calling List, No Barcode” for the report format
- 3) Select “Phone” from the Contacted How dropdown

Do Not Ever print alternative phone numbers on a paper call sheet



5) Data Entry

Data Entry is vital for your campaign's success and the health of the data ecosystem

- Follow-up with supporters and recruit potential volunteers
- Remove voters who are supporting your opponent from future lists
- Track your field efforts throughout the campaign
- Improve the efficiency of the file
- Models trained on local Michigan data will work better in your community than a national model made without local input



Use built-in tools for data entry and enter paper lists promptly to keep everything up to date

- miniVAN
 - Review and commit your data as it comes in
- Virtual Phone Banks
 - Data is entered automatically
- Paper Lists
 - Use grid view to quickly go through your list in the same order



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



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

Questions?