

Introduction to VAN

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Purpose

- What is VAN?
- What does VAN offer to candidates and their campaigns?
- How can VAN be used by local parties for party building and candidate support?
- Available Resources and Support



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

What is VAN?



- The Voter Activation Network, or VAN, is a suite of tools for managing voter databases, analytics, and outreach work.
- VAN is built on the Michigan Voter File, which contains records for all registered voters in Michigan.
- The Voter File is updated monthly from the Secretary of State, so you will always have an up-to-date database of all the registered voters in your district.



What is VAN?

- We use several other types of data to enhance the raw voter file to create a comprehensive voter outreach and analytics toolset for campaigns and local parties:
 - Consumer data
 - Census information
 - Analytics
 - Voter contact data



What is VAN?

- With VAN, you'll benefit from over a decade of field work in Michigan:
 - The voter file improves constantly as users remove voters who have moved and clean up phone numbers.
 - Michigan field responses are used to train models and improve voter contact targets
 - Enter your data!!!



8063474	Aboytes-Colin, Eduardo 524 N 5th St Niles, MI 49120 59 M LD	(269) 683-7278	DNH DMV DLN Likelihood DRF DB DBW DAV Email DDC DBZ DWX Party ID 1 2 3 4 5	DP M U N U	Volunteer Y N M L
ST. PAUL'S LUTHERAN CHURCH					
7960053	Acevedo-Medina, Angel 129 Huron St Niles, MI 49120 34 M Per	(269) 363-0849	DNH DMV DLN Likelihood DRF DB DBW DAV Email DDC DBZ DWX Party ID 1 2 3 4 5	DP M U N U	Volunteer Y N M L
NILES FIRE STATION					
7697109	Acosta, Alma 3025 Highland Ave Benton Harbor, MI 49022 61 F SO	(269) 369-4712	DNH DMV DLN Likelihood DRF DB DBW DAV Email DDC DBZ DWX Party ID 1 2 3 4 5	DP M U N U	Volunteer Y N M L
TWP HALL					
21300854	Adame, Sandra 428 Millburg Dr Benton Harbor, MI 49022 38 F LD	(269) 760-5873	DNH DMV DLN Likelihood DRF DB DBW DAV Email DDC DBZ DWX Party ID 1 2 3 4 5	DP M U N U	Volunteer Y N M L
BAINBRIDGE TWP HALL					
18294981	Aguilar-Garcia, Martin 714 Howard St Niles, MI 49120 58 M LD				eer Y N M L
ST. PAUL'S LUTHERAN CHURCH					
17902890	Aguilar-Pedroza, Abner 8564 W Campus Circle Dr Berrien Springs, MI 49103 46 M LD				eer Y N M L
YOUTH MEMORIAL BLDG					

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(989) 269-9814

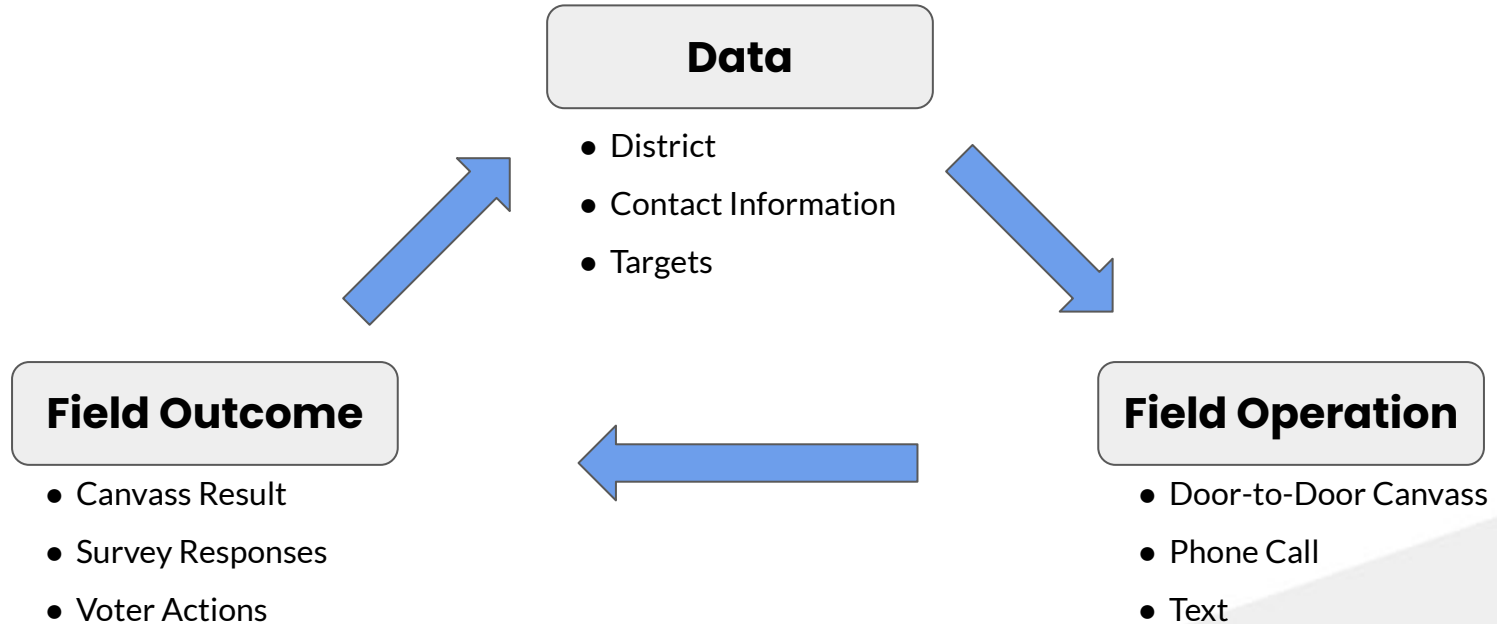
● Not Connected

63-year-old F

I Couldn't Reach Gayle

- ☐ Not Home
- ☐ Refused
- ☐ Deceased
- ☐ Moved
- ☐ Left Message
- ☐ Wrong Number
- ☐ Disconnected
- ☐ Other Language
- ☐ Hostile

Integrated Data and Field Ecosystem



Voter contact and digital outreach

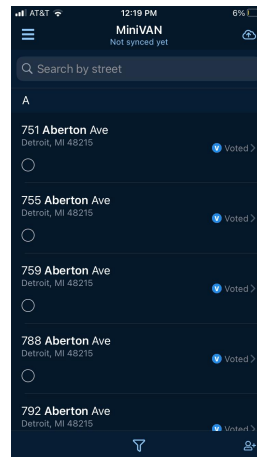
- Create lists for phone banking and send Virtual Phone Banks to your volunteers with the click of a button
- Cut turf and load them into MiniVAN for easy door-to-door canvassing
- Create targeted mailing lists formatted for mail merge and mailing vendors



Start Making Calls

Open Virtual Phone Bank (OpenVPB) is your tool to make phone calls to voters and automatically record their responses for your organization.

[Get Started](#)




Powered by NGP VAN.

[MICHIGANDEMS.COM](https://michigandems.com)

Voter contact and digital outreach

- Create targeted lists for digital advertising
- Use VAN-integrated external tools for
 - Peer-to-peer texting
 - Relational organizing
 - Digital sign-up tools
 - External dialers



Get out the VoteOfficial campaign eventPhone

Events and volunteer opportunities near you

Mon, Apr 12 @ 7pm EDT


NARAL Disinformation Training with Fems for Democracy

Virtual event · Join from anywhere

[See details](#) →

Thu, Apr 29 @ 6pm EDT

SAAM Event


SPOKE

Spoke is a new way to run campaigns using text messaging.

[Login and get started](#)



MICHIGANDEMS.COM

VAN Data for Targeting:

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



Data and analysis

- Store your own data across cycles for keeping track of supporters and volunteers
- Target the voters you're looking for with models created in-house and updated daily
- Data analysis tools
 - Reports
 - Detailed Canvass results
 - Counts and Crosstabs



VAN for Candidates

- VAN fees are scaled based on the population of each candidate's district to make VAN accessible to any type of campaign*
- Candidates who are elected can retain access to their VAN committee for constituency work during their term until their next election year
- VAN access can be renewed by candidates running for re-election. Any work done in VAN can be accessed and used across multiple cycles



VAN for Candidates

- New (and renewed) candidate VAN committees include:
 - A set of survey questions to track candidate support, volunteers, and yard sign requests
 - Access to cross-committee survey questions and constituency activist codes used by local Parties and Clubs
 - A basic starter script



VAN for Local Parties, Clubs, and Caucuses

- VAN can be provided free of charge to MDP chartered Parties, Clubs, and Caucuses
- VAN is an important tool for party building
- Track your supporters, volunteers, donors, and activists over multiple cycles
- Help local candidates
- Schedule events and track attendance
 - Mobilize integration



Collaborate!

- VAN makes it easy to collaborate with local groups and other candidates with VAN access
- Share survey questions and activist codes with other VAN committees
 - This allows you to share responses you've collected that could be helpful to an allied campaign
 - Allows those groups to add your survey questions to voter contact scripts so they can also collect IDs for your campaign



Support Channels

- Your Project 83 Organizer
- Have a question? van@michigandems.com
- [Weekly Office Hours](#)
 - Monday 6-7pm EST
 - Thursday 11-12pm 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)

Requesting VAN Access – Candidates

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





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

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



Tools Available for MDP Chartered Groups

- [Deck](#) - a targeting tool for Democratic campaigns at all levels, offering candidate-specific modeled scores for support, turnout, partisan elasticity, contribution likelihood, targeted digital ads and more
- [Mobilize](#) - an online organizing platform for managing events and recruiting volunteers

