VAN Best Practices and Tips

MDP Data Team

Table of Contents

- What is VAN?

- What does VAN offer for MDP units?

- How to request VAN access

- VAN Policies and Best Practices

- Export Policy and Vendors

- Available Resources and Support

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Part 1

Overview of VAN For MDP Units

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

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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!!!

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Integrated Data and Field Ecosystem

Data
- District
- Contact Information
- Targets

Field Outcome
- Canvass Result
- Survey Responses
- Voter Actions

Field Operation
- Door-to-Door Canvass
- Phone Call
- Text

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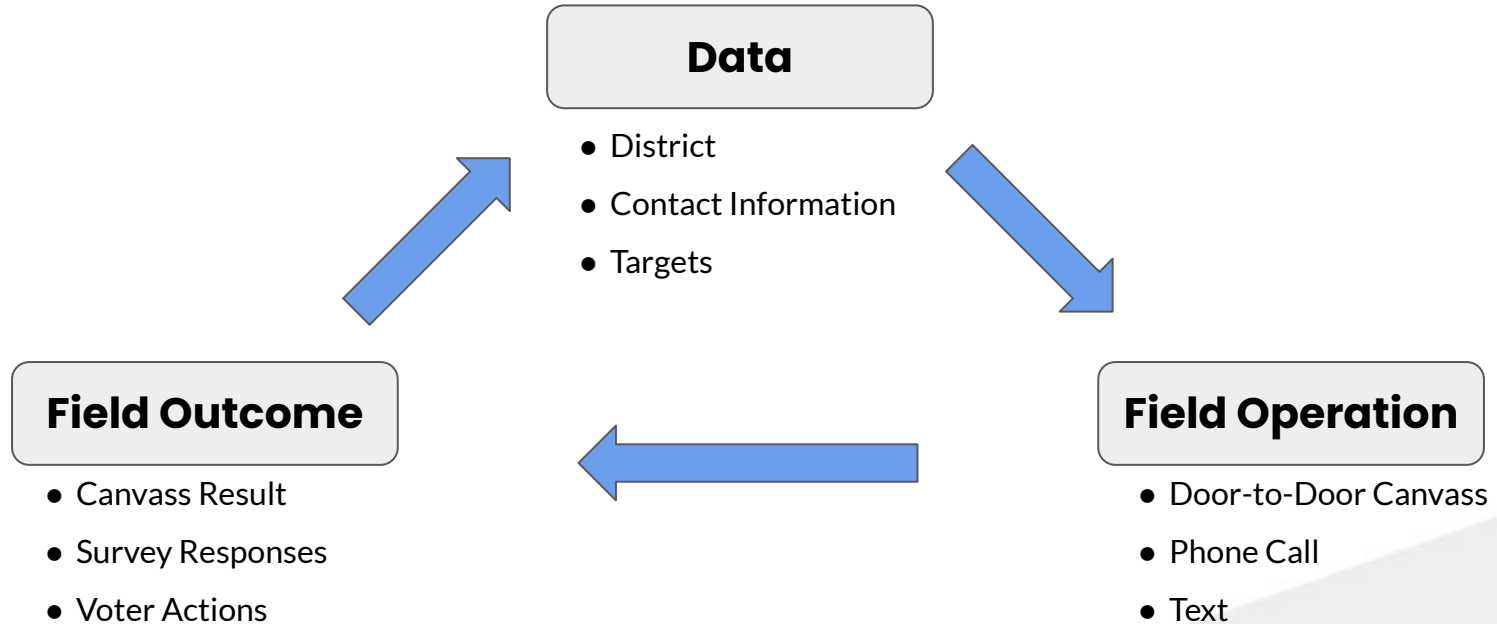
VAN Data for Targeting:

| Geographic Info	Demographic Info	Voting History	User Input Info	Analytics Info
• District • Address • Address type	• Age • Sex (Voter File) • Modelled Ethnicity	• Specific Elections Voted • Vote Method • Number of elections voted • Etc.	• Survey Responses • Activist Codes • Canvass Results • Phone Numbers	• Targets • Democratic Support • Volunteer Propensity • Demographic Modeling

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Voter contact and digital outreach

- Built-in tools for phone banking and door-to-door canvassing

- Integration with external tools

- Create targeted mailing lists formatted for mail merge and mailing vendors

- Work with digital vendors to reach voters with online advertising.
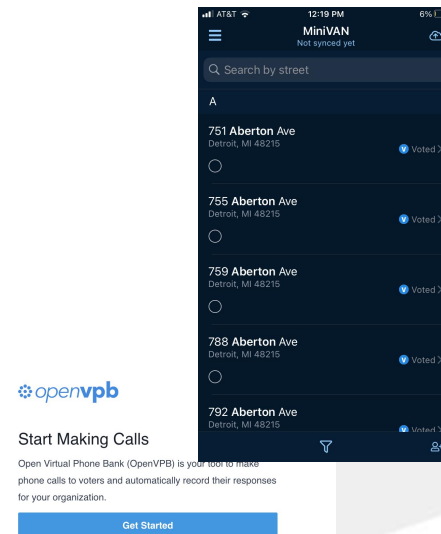
VAN for MDP Units

- VAN committees include:
  - Access to cross-committee survey questions and constituency activist codes used by local Parties and Clubs
  - Access to targets and modeled scores
  - **Statewide AV data uploaded daily starting 45 days before each election**
  - Store and track information across multiple cycles

Data and analysis

If you wish to take a closer look at the data in your VAN committee, the following tools are available:

- Data analysis tools
  - Reports
  - Detailed Canvass results
  - Counts and Crosstabs

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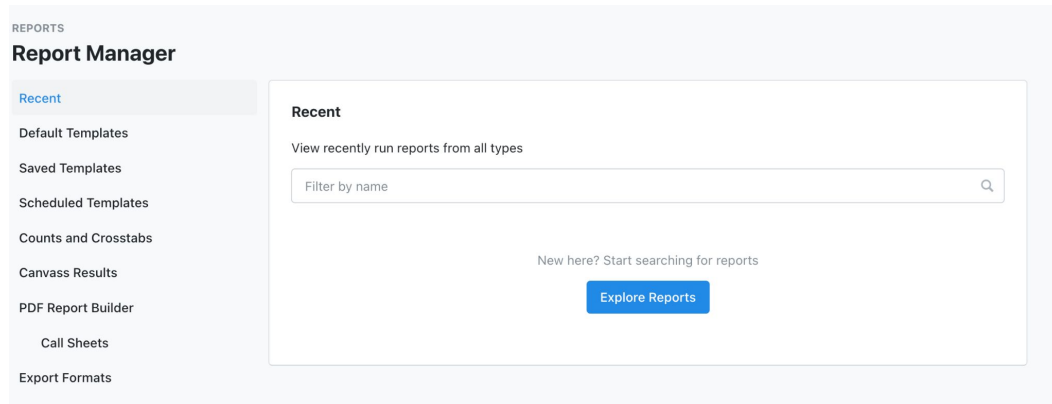
Collaborate!

- VAN makes it easy to collaborate with other MDP units and candidates with VAN access
  - Each MDP unit and candidate is required to have their own VAN committee.
- 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 unit/allied campaign
  - Allows those groups to add your survey questions to voter contact scripts so they can also collect information.

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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.
  - The Chair must sign a VAN agreement for VAN access.
- 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.

Requesting VAN Access – Candidates

- Fill out the form at **midems.co/van**

- Three requirements for access:
  - Must be a Democrat
  - Active MDP Membership
  - VAN fee - scaled by # of registered voters in district

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Part 2

VAN Policies and Best Practices

Committees

VAN is organized into sections called Committees

- Elements like Users, Survey Questions, Scripts, and Turfs are organized by Committee.
- Every MDP unit and candidate has their own committee. This committee follows the candidate from cycle to cycle, even if they are running for a different seat
- Some information is shared with all committees
  - Core Voter File Data
  - Targets
  - Master Survey Questions
  - Cross-committee SQs
- Some information can be shared between committees
  - Survey Questions
  - Canvass Results
  - Scripts

Michigan VAN

VAN Committee
- Users
- Survey Questions
- Scripts
- MiniVAN Campaigns

VAN Committee
- Users
- Survey Questions
- Scripts
- MiniVAN Campaigns

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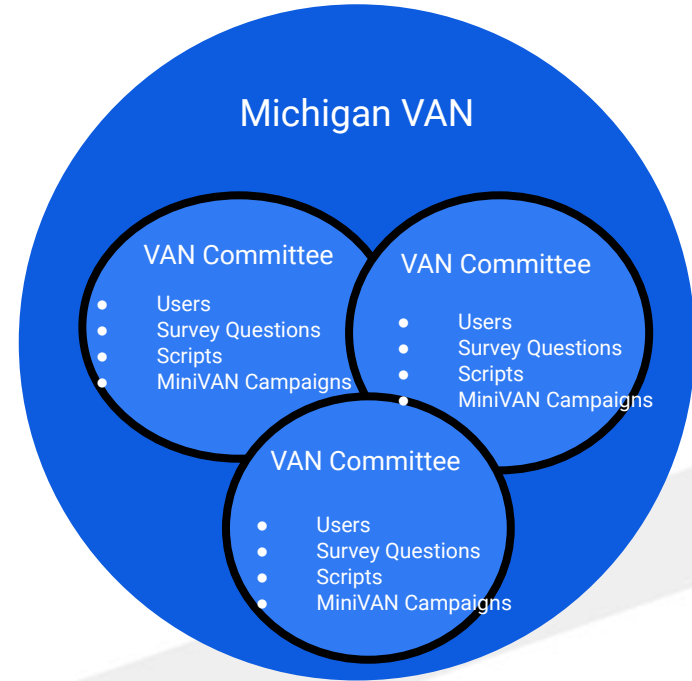
User Accounts

User accounts are how individuals gain access to VAN committees. While our team can create and edit user accounts on our end, you will have the ability to manage and create your own users.

- One person - one user account - one committee

- **Do not create your ActionID with a shared email.** Use a personal or individual email address to set up your ActionID.
  - ActionID accounts are tied to a specific email and cannot be unlinked. Once that email is used to create an account, we are not able to switch over ownership of the account.

- When reaching out to be added to a VAN committee, please cc the Chair of your unit on the email to streamline the approval process. Their permission is required before our team can make additions or changes to user accounts.

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User Account Administration

- Committee admins have the following user profile: MI Field (2) Field Dir.

- Only one user account per committee can have this user profile.

- Once a user is no longer with your unit, please immediately deactivate them or notify us at van@michigandems.com.

Available user profiles:

User Profile Level	Description
MI Field (1) Comm Admin	VAN account for trained data staff. Has roughly the same permissions as field director but receives support requests from the rest of staff before they go to the state party. Also has a few more options for interacting with/uploading data from outside data sources.
MI Field (2) Field Dir.	VAN account for managing a field campaign. Can manage all staff, schedule reports, launch auto dialer/robo dialer campaigns, and request API integrations to outside vendors/services.
MI Field (3) Reg. Director	VAN account for higher level campaign/party staff. Can manage field organizers, take bulk actions in VAN, and administer more back-end data considerations like report formats, letters, and labels.
MI Field (4) Field Organizer	VAN account for campaign/party staff. Can create lists, manage canvasses and phone banks, administer volunteer accounts, write scripts, run basic reports, and export data for mailings.
MI Field (5) Super Vol	VAN account for super volunteers who are helping out on more back-end processes like cutting turf and data entry. Can cut turf from saved lists, enter data from paper lists, or use quick lookup to update voter contact information and deceased records. Cannot search on scores or prior field data.
MI Field (6) Phone/miniVAN Vol	VAN account that can dial into virtual phone bank campaigns or auto-dialers. Also applicable if you want to send miniVAN lists directly to canvassers instead of printing list numbers. **DOES NOT have MyCampaign access.**

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User Accounts – Two-Factor Authentication

- Two-factor authentication (2FA) is required to set up your ActionID account. We strongly recommend using an authenticator app such as Google Authenticator, Authy, or Okta Verify.
  - You may experience delays in the deliverability of your 2FA code if you use text messages as your authentication method.
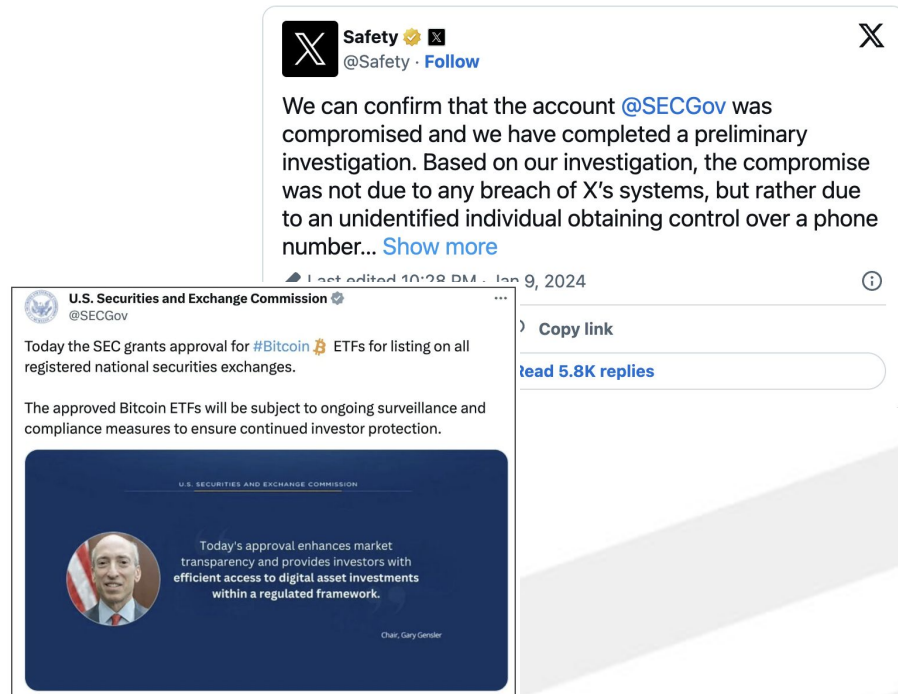
Survey Questions & Activist Codes

Survey questions are used to store data collected from the field in VAN. You can include them in the scripts you create to collect information from the field, and in Create a List to use that information to cut new lists of voters.

- Our team creates all new survey questions and activist codes in-house. You can request new survey questions or activist codes by filling out the Survey Question and Activist Code Request Form.

- Each VAN committee will automatically have access to cross-committee survey questions and constituency activist codes that are used by local Parties and Clubs.

MiniVAN

- Canvass Results available in MiniVAN are determined by the options selected in your script.

- Once you complete your canvass, you'll need to commit your MiniVAN data within 21 days.

Jackson T Abbott
Not Attempted • 29M

Script   Details   Notes   History

I Couldn't Reach This Contact
Select a reason why this person could not be contacted

☐ Deceased

☐ Inaccessible
Ex. Locked apartment building or gate

☐ Lit Dropped

☐ Moved

☐ Not Home

☐ Refused
Refused to answer questions

Cancel

1401 Catalpa Dr Unit LOWR Apt LOWR
1 of 1   [Next HH]

Main Menu / MiniVAN Manager / MiniVAN Commit   Help Wiki

MiniVAN Commit

[Export To Excel]   [Commit]

Contacted By   Status   Date From   Date To   ☐ Show Individual Syncs   Refresh Results

Pending ▾

	List Name	Sync Date	Syncs	Canvasser	Attempts	Doors	Canvassed	Contact Rate	NH	Moved	Refused	
☐	MiniVAN Test Turf 10	5/15/17	15	Ashley Wilson	15	11	12	80%	2	1	0	Delete
☐	Lafayette! Turf 02	5/11/17	1	Jennifer Willis	1	1	1	100%	0	0	0	Delete

Export Policy and Vendors

We do not approve exports for texting, phone banking, door-to-door canvassing, or lit drops. These programs need to be set up with an API Key, Virtual Phone Bank, MiniVAN, or printed call/walk sheets. If you need to export a file for a dialer, mail piece, or digital ad, please include the following information

- A brief description of your targets
  - E.g. "Likely Democrats who voted absentee in 2020" or "Women in Bagley Township who are likely Democrats"
- A detailed explanation of how you will be contacting the voters on your list
- If you are sending your export list to a vendor, include the name, website, and contact information for the vendor.

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Export Policy and Vendors Cont. 2

There are many vendors and technology companies working in the progressive data ecosystem, and while we're happy to work with them to get you what you need, we do have a couple rules if a vendor is going to be working with Michigan Data:

- They must have a way to get any field data back into VAN
  - We can work with non-texting vendors who might not have an integration, but you must have a clear plan to get this data back into VAN.
- They must only work with Democratic or Progressive Causes
  - We cannot provide field or voter data to a firm that is working with Republicans or conservative campaigns as well. This is a security risk.

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Export Policy and Vendors Cont. 3

Once your export request is approved, you'll have a few formats available. Depending on your user profile, you'll have access to the following export formats:

- Standard Text
    - One record for every person in your list and limited to 10K records.
- Householded Mailing List
    - One record for every mailable household in your list and limited to 100k records
- Email Blob
    - List of email addresses, separated by semicolons or commas.

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VAN Do's and Don'ts

DO request VAN access before you need it	DON'T wait to request VAN until the day before your first big mailing
DO login with your own individual email address	DON'T use a shared or temporary email address for your login
DO create user accounts for your staff and super-vols	DON'T forget to remove user access when someone is no longer involved with your unit
DO make sure you understand our export policies	DON'T request full district exports
DO read VAN newsletter emails	DON'T wait to ask for help

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Support Channels

- Your Project 83 Organizer

- Have a question? van@michigandems.com

- Schedule a 1-1 Training: calendly.com/mivan

- MDP Slack

VAN Resources

VAN How-To:

- VANual: midems.co/vanual

- miniVANual: midems.co/mini-vanual

Michigan Specifics:

- **Michigan VAN FAQ: midems.co/van-faq**

- **Available Help and Resources**

- **MI VAN Update Emails**