

## **SAMPLE USE ONLY**

**ATTENTION:** Pat Smith

Candidate for 4<sup>th</sup> District Seat, Yourcounty Board

**CC:** Campaign Manager, Field Director

**Document #111317SMPL4DYC-ReleaseOne**

*A campaign strategy document prepared by*

# **ACTIVATE:..**

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Sample 1:  
Know thyself. Know thy voter.

Hypertargeting by  
demographic  
variables.

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# The District: who the voters are

The 4<sup>th</sup> District of Yourcounty covers a geography including three townships. The dominate populations are described here:

## West Hills

Population in 2014: 14,196

49.7% White

31.8% Black and African American

5.9% Asian

0.3% other race

2.2% two or more races

9.9% Hispanic and Latinx

14.8% spoke a language other than English at home and 11.8% were foreign born

## Central Park

2010 census population: 51,878 people

The population density was 11,037.9 people per square mile

67.7% White

21.7% Black and African American

4.8% Asian

0.2% American Indian

2.0% other race

3.6% two or more races

6.8% Hispanic and Latinx

13.1% spoke a language other than English at home and 10.3% were foreign-born

## North Ridge

Population in 2014: 24,133

73.8% Black and African American

3.7% Asian

0.5% White

0.1% other race

1.1% two or more races

20.8% Hispanic and Latinx

14.8% spoke a language other than English at home and 11.8% were foreign born

20.6% of residents are native speakers of a non-English language.

Sample 2:  
Vote often. **Vote Early.**

Hypertargeting.  
Predictive analysis.  
The numbers to win.

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# Expectations: what the algorithm says

The 2018 Primary for the 4<sup>th</sup> District of Yourcounty may feature:

A **below typical** voter turnout

Primary elections in off-presidential cycles for this district can see an election-over-election drop at the precinct level: 35 – 71%

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2018 Primary Election Turnout Prediction as a ratio of the previous election (2016 General):

**39%**

A higher down-ballot conversion

Primary elections of this type can see a down-ballot conversion rate at the precinct level between: 27 – 85%.

**A down ballot conversion rate of 63% is calculated.**

2018 Primary

Yourcounty 4<sup>th</sup> District

Total Turnout: 52,331 votes

Extrapolated down ballot to 4<sup>th</sup> District:

**32,967 votes**

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# The Win Number: how many voters will vote

Each voting municipality, total votes to be cast

## West Hills

2016 General Election Turnout  
Prediction: 43,070

2016 General Election Turnout  
Actual: 44,725

2016 General Election Turnout  
Prediction Grade: 96.3%

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2018 Primary Election Turnout  
Prediction:

**17,443**

## Central Park

2016 General Election Turnout  
Prediction: 22,118

2016 General Election Turnout  
Actual: 22,364

2016 General Election Turnout  
Prediction Grade: 98.9%

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2018 Primary Election Turnout  
Prediction:

**8,722**

## North Ridge

2016 General Election Turnout  
Prediction: 66,287

2016 General Election Turnout  
Actual: 67,092

2016 General Election Turnout  
Prediction Grade: 98.8%

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2018 Primary Election Turnout  
Prediction:

**26,166**

# The Win Number: how many votes do we need

The 4<sup>th</sup> District Seat 2018 Primary Win Number

How many votes will be cast in the upcoming election in those voting bodies?

**ACTIVATE:**  
2018 Primary Election Turnout Prediction:

**52,331**

Extrapolated down ballot:

**32,967**

Your win number for

A crowded race.

A primary contest.

A down ballot contest.

An off-presidential cycle.

**8,249**

Your 50% + 1 :

**16,484**

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West Hills Precinct	Plurality Win Number	Fifty Percent + 1	2018 Primary	Central Park Precinct	Plurality Win Number	Fifty Percent + 1	2018 Primary	North Ridge Precinct	Plurality Win Number	Fifty Percent + 1	2018 Primary
3	76	116	229	1	62	95	188	1	48	74	147
4	51	78	154	2	57	88	173	2	51	78	155
5	65	100	198	3	57	87	172	3	44	68	133
8	79	120	239	4	53	81	160	4	58	90	177
15	60	92	183	5	47	72	141	5	29	45	87
19	54	82	163	6	4	6	11	6	60	92	182
22	69	106	210	7	58	89	175	7	52	79	157
23	59	90	178	8	42	65	129	8	48	73	144
24	78	120	237	9	63	97	192	9	18	28	54
26	68	104	205	17	69	106	209	10	25	39	77
29	52	79	156	19	79	120	238	11	51	78	153
31	62	95	188	24	68	105	207	12	48	74	146
34	32	50	98	25	62	94	187	13	43	67	131
36	43	67	131	26	60	93	183	14	68	105	207
37	57	87	172	27	43	66	131	15	46	71	140
38	48	74	145	28	54	83	164	16	67	102	202
				29	57	87	172	17	60	92	181
				30	49	75	149	18	77	118	233
				31	60	92	182	19	35	55	107
				32	60	92	182	20	37	57	112
				33	52	80	158	21	37	57	112
								22	49	75	148
								23	39	60	118
								24	34	53	104
								25	36	55	108



# Field Logistics: adding it up

With the plurality of a crowded field

## Voter Touches

**77 days.**

Begins January 1, 2018

Ends March 23, 2018

**212 canvass hours**

**Goal: 32,996 knocks**

Conversions needed: **1 in 4** door knocks

**Canvassers: 8 per canvass hour**

## Early Voting

**39 days.**

Begins February 8, 2018

Ends March 23, 2018

**104 canvass hours**

**Goal: 9,348 knocks**

Conversions needed: **1 in 3** door knocks

**Goal: 3,116 votes**

**Canvassers: 5 per canvass hour**

## E-Day

**10 hours**

Begins March 23, 2018

Ends March 23, 2018

**10 canvass hours**

**Goal: 12,833 knocks**

Conversions needed: **2 in 5** door knocks

**Goal: 5,133 votes**

**Canvassers: 60 per canvass hour**

# Field Logistics: adding it up

Maximize time, maximize money

## Voter Touches

77 days.

212 canvass hours.

Team:

8 Field Canvassers – \$15/hour

1 Field Coordinator – \$3,100

1 Field Director – \$6000

**\$34,540**

## Early Voting

39 days.

104 canvass hours

Additional Team:

5 Field Canvassers – \$15/hour

**\$7,800**

## E-Day

1 Day

10 canvass hours

Additional Team:

60 Field Canvassers - \$15/hour

1 E-Day Coordinator - \$500

**\$9,500**

# The bottom line: **\$51,840**

The field staff salary, not including related expenditures

**SAMPLE USE ONLY**

**Dan Kleinman of Chicago**

Chief Executive Officer & Lead Strategist

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Thank you, we are looking forward.

**ACTIVATE:.**

# The following is a **Sample Only**.

*A campaign strategy document featuring the augmented intelligent targeting available through voter file integration with **ACTIVATE**.*

**SAMPLE USE ONLY**

# Sample Dashboard

ACTIVATE:.

Voter Turnout Prediction

WIN NUMBER

Reported Registered:  
16,370 Registered Voters

5,716

Expected Turnout (%):

VOTES  
ACTIVATED

68.83%

Expected Turnout (#)

1,618

11,431

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If the election were today  
your campaign would likely  
earn

14.15%

Additional voters needed to  
activate to secure Win  
Number

4,098

Average  
Activated  
per day

151 Days until  
election 32

Campaign Status

On Track

Supporters  
with the  
highest  
scores

Male, 47  
years old  
average

Highest  
Scoring  
precinct

17

Highest  
potential  
precinct

2