WELCOME TO VAN LIST CRITERIA TRAINING

This is an interactive class!

- ✓ Please make sure that you are logged-in to VAN and have something to take notes on/ with
- ✓ The Slides will have both written & picture information, in addition to verbal presentation & discussion, if you need accommodations, please send me a private chat before we begin
- ✓ Please use the hand raise function &/or type questions in chat as they pertain to an instruction area, please hold SPECIFIC questions until the end.
- ✓ The class plan is for 90minutes of instruction & approx. 30min. of specific Q&A (at the end)

VAN LIST CRITERIA –

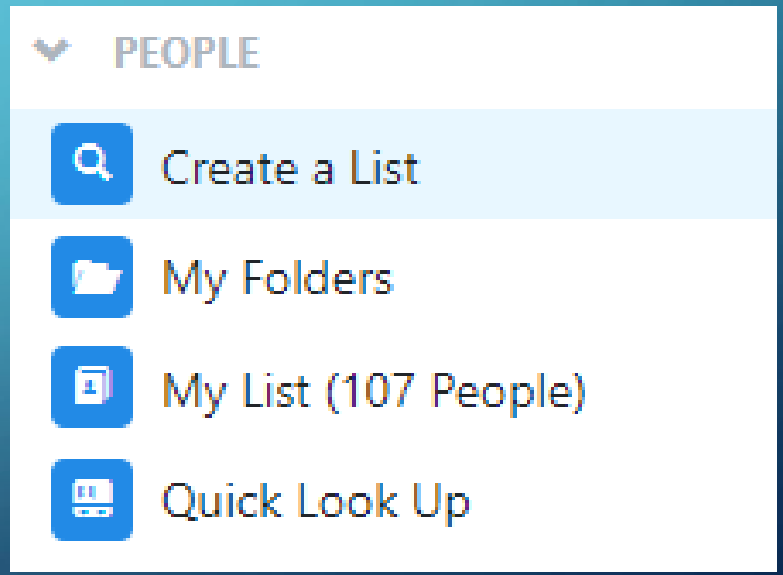
A REVIEW & INTERACTIVE TRAINING FOR VAN ON HOW TO CREATE EFFECTIVE AND SELECTIVE VOTER LISTS

EXPECTED OUTCOMES:

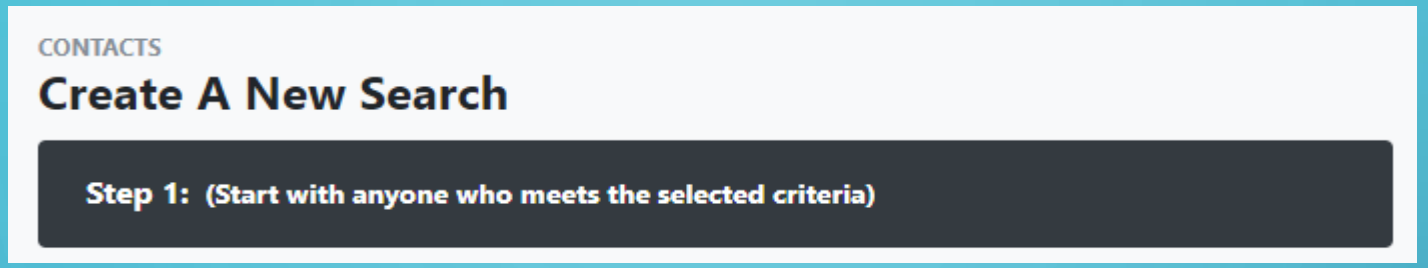
- SELECTION CRITERIA – VOCABULARY & OVERVIEWS
- HOW TO NAVIGATE LIST CREATION
- HOW TO CUT TURF
- HOW TO "PUSH" A LIST TO PAPER & MINIVAN

WHY DOES CRITERIA MATTER?

- Contact Info for Voters
- Effective & Efficient use of Criteria makes PO's job easier
- Outreach can be VERY Specific/ Broad
- DATA, DATA, DATA!
- Cut-Turf & Delegation
- Update Voter Details
- Candidate Support



CRITERIA – WHAT MATTERS FOR YOUR LIST?

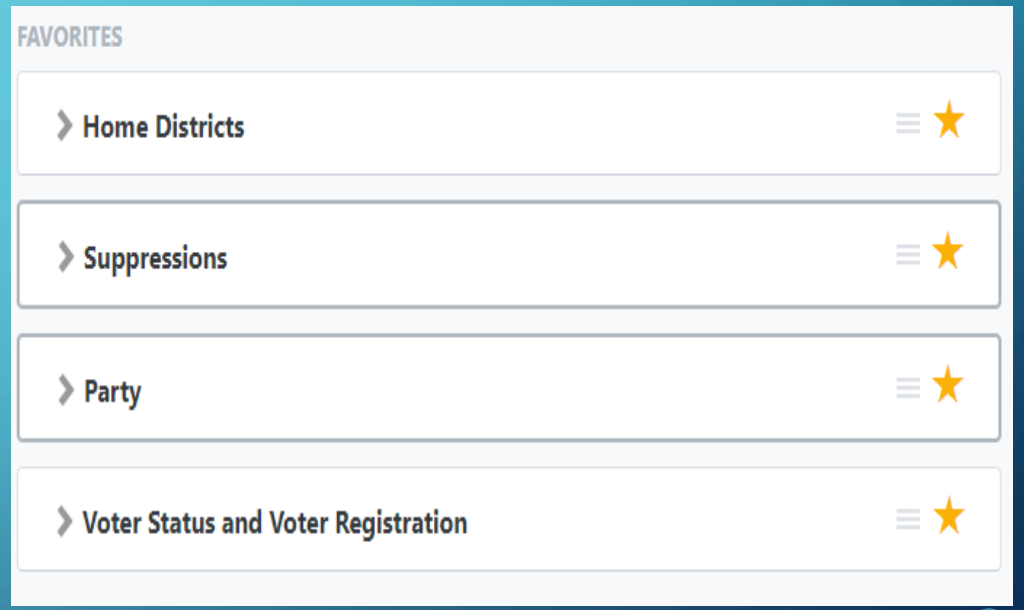


Criteria Choice	Selection Outcomes
Home Districts	Your Precinct (pre-assigned), may also have access to the County
Suppressions	contact method(s), avoid unwanted contact, "Deceased"
Party	REGISTERED AS "Party"
Voter Status & Voter Registration	Active vs Inactive

PRACTICE – BASIC LIST

Create a list from your precinct that uses the following **CRITERIA**

1) Your Precinct
2) Include: Good Voting & Mailing Address
3) Exclude: Deceased, Do Not Call, Do Not Text
4) Include: Walkable People, Do Not Walk, Do Not Email, Do Not Mail
5) Registered Democrats
6) Active Registration



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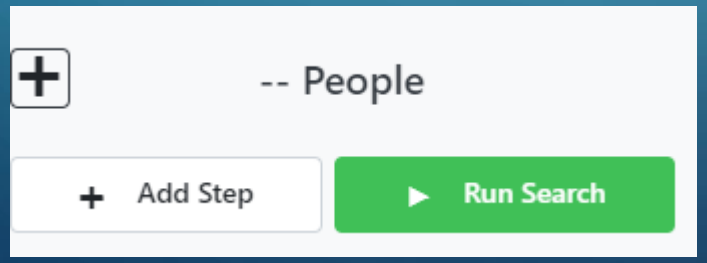
RUN SEARCH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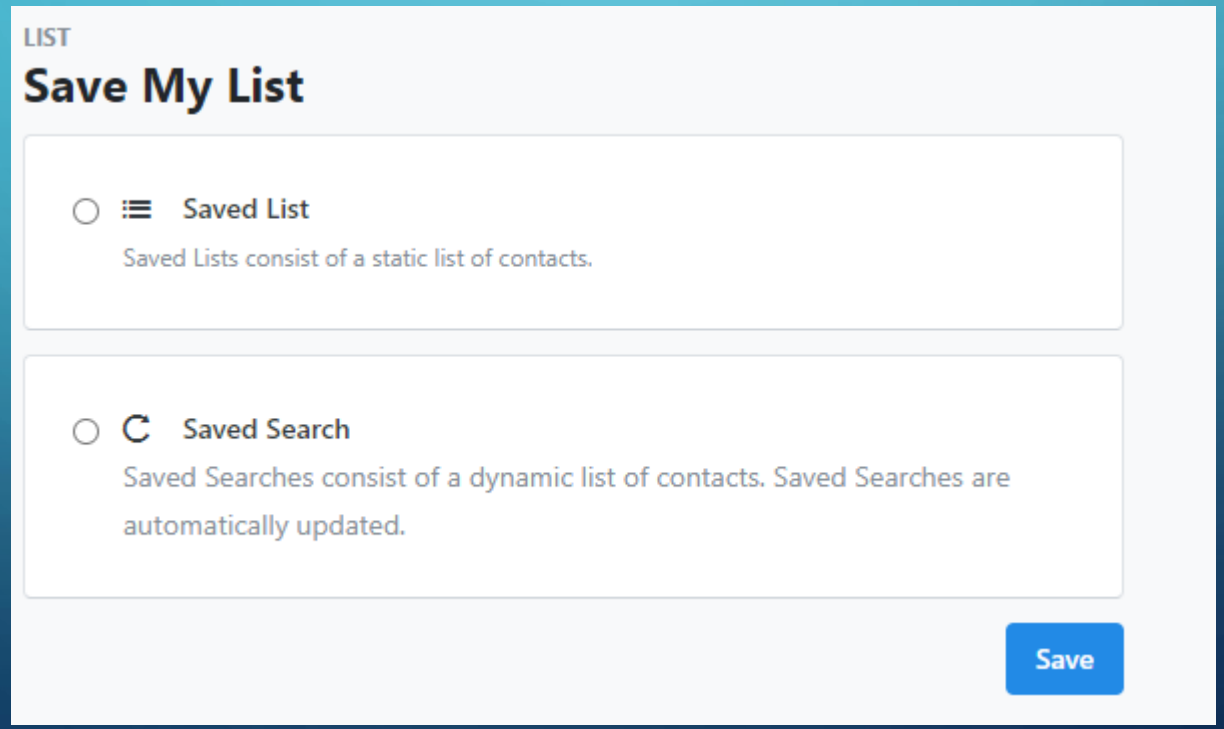
SAVING YOUR LIST – 2 WAYS

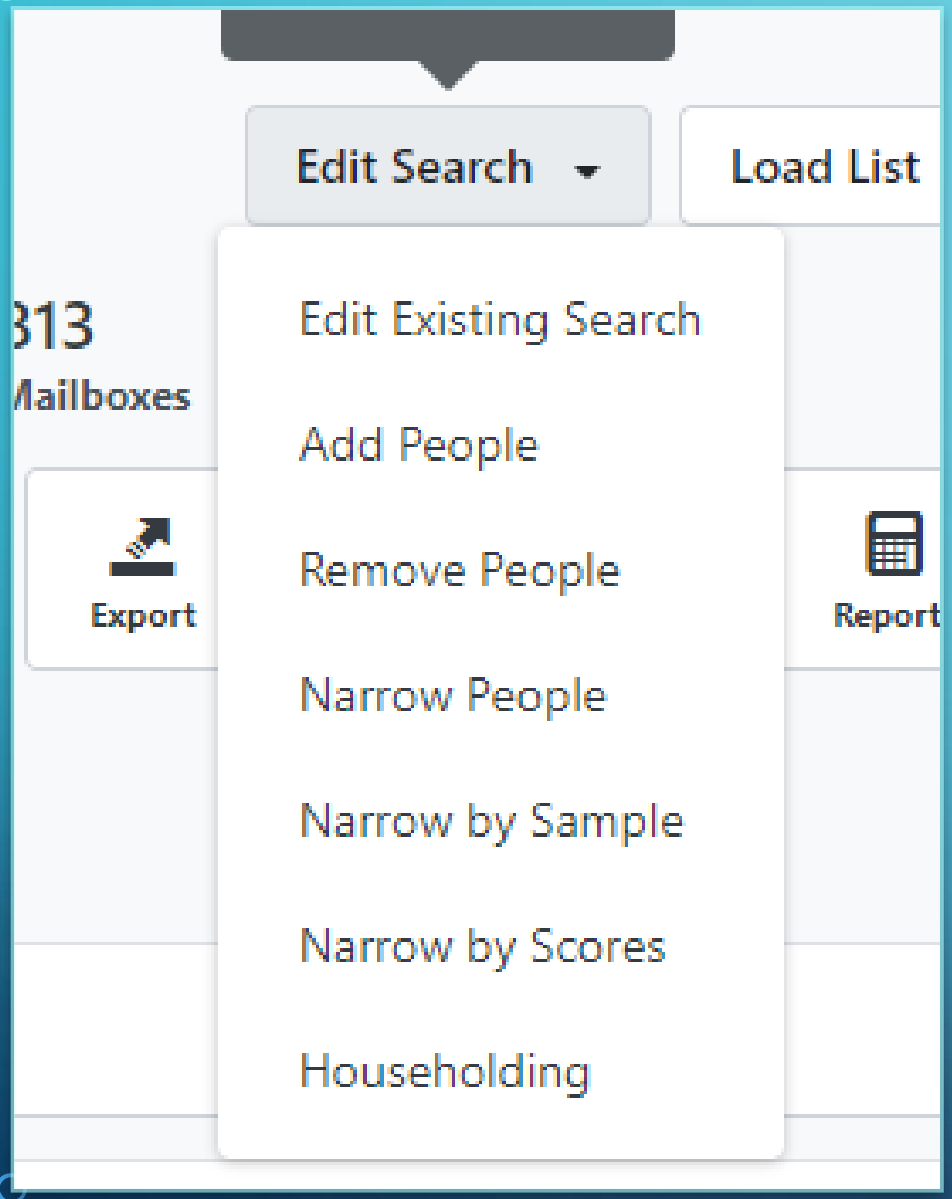
SAVE AS A LIST

* STATIC, DATA WILL NOT UPDATE
* COMPARISON FOR FUTURE
* PRACTICE LISTS

SAVE AS A SEARCH

* DYNAMIC, UPDATES EACH RUN
* "NEW" EVERY TIME
* REPEATABLE OUTCOMES

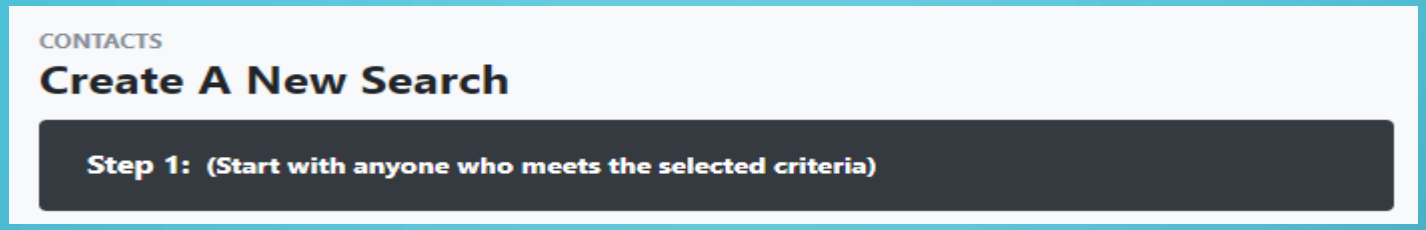




EDIT SEARCH

- Use the list you've created and amend the criteria without starting over
- See the changes you've made
- Add/ Remove criteria choices easily

CRITERIA – NARROWING DOWN YOUR LIST



Criteria Choice	Selection Outcomes
Activist Codes	Participation Tags by "Event", i.e. Caucus attendee, Delegate, etc.
Likely Party	Based on actions, a voter's party affiliation, can be used with PARTY
Age * Registration Date	Selections by DOB (under/over groups) or Voter Registration date
Phones	Choose the contact "phone" – texts & calls
Voting History	Who voted or didn't vote in the last several elections

PRACTICE – ACTIVE UNAFFILIATED

Create a list from your precinct that uses the following **CRITERIA**

1) Start with your BASIC LIST – add people
2) Choose Unaffiliated
3) Choose: Likely & Strong Democrats
4) Choose: Verified & Likely Cell Phones
5) Choose: Voted in at least 1 of the last 3 elections

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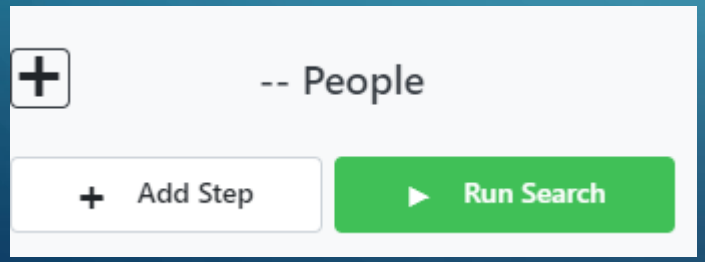
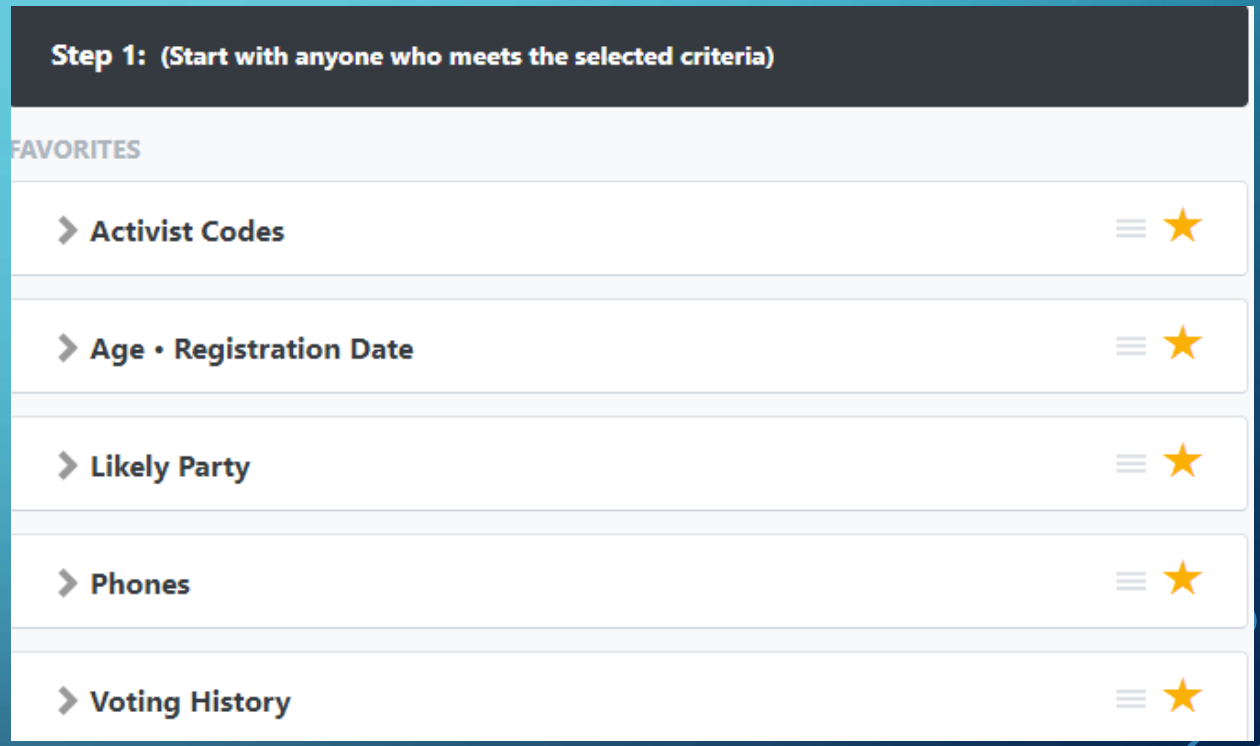
RUN SEARCH

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PRACTICE – ACTIVE 2016

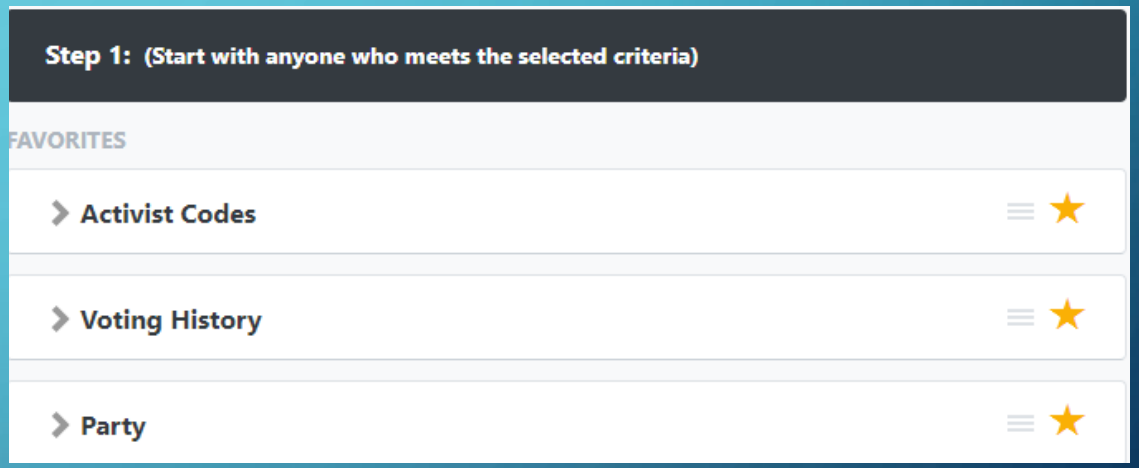
Create a list from your precinct that uses the following **CRITERIA**

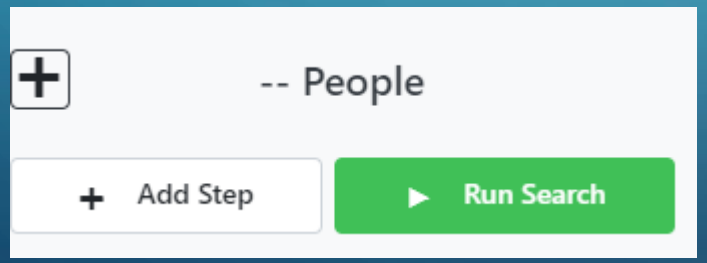
1) Use Current Search – remove people

RUN SEARCH

4) *Choose: Voted in no more than 1 of the last 5 elections*

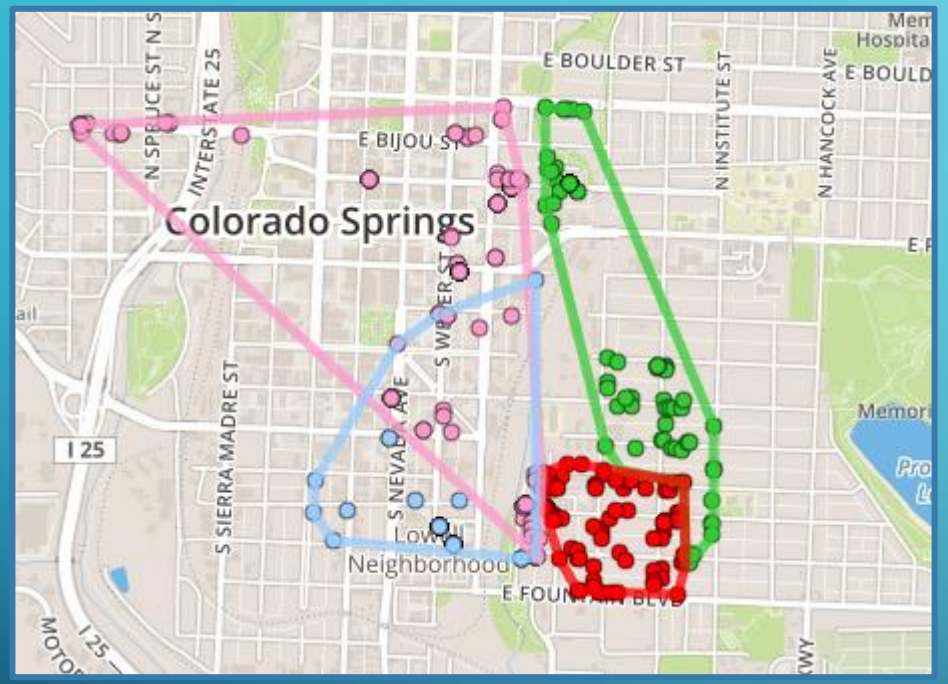
RUN SEARCH





CRITERIA – INFREQUENTLY USED

Criteria Choice	Selection Outcomes
Addresses	Choose Voters by street or house # (apt complexes)
Canvass Status	IF Voter has been contacted before, that Data can be used
Email	If they have one listed
Survey Questions	SCRIPT answers – find matches to your needs
Targets	Broad list base with specific outcomes, i.e. U vote Dem 2020 Primary



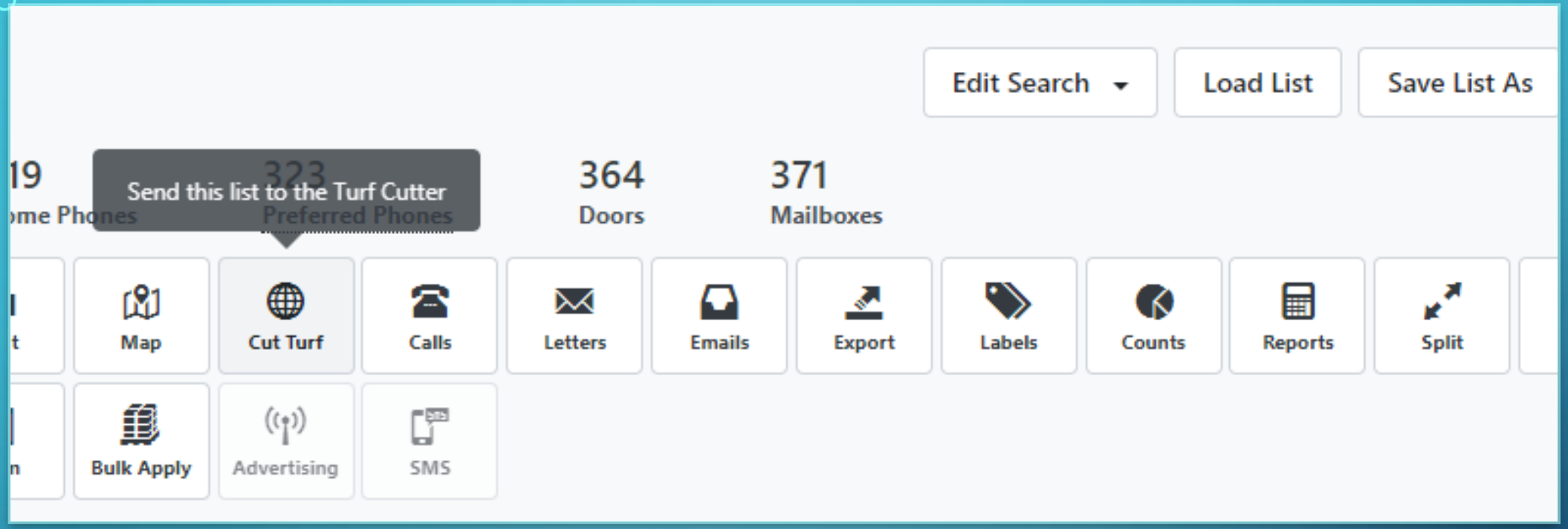
CUTTING TURF

Some lists are TOO BIG for 1 person to process. This is when you may benefit from “CUTTING TURF”.

This allows the creator to break a list into multiple pieces, determined by either head count or geography.

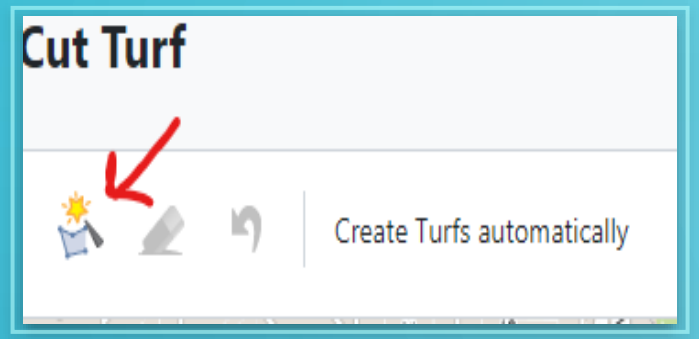
The smaller parcels can then be distributed to other people to assist in completion of a task, or utilized by a single person in more manageable sizes.

The qualifier for CUTTING TURF should be efficiency of completion. Many hands make light work ~ but the PO creating the work is responsible for overseeing its completion.



CUTTING TURF

You can rearrange the boxes in the order/ layout that you prefer

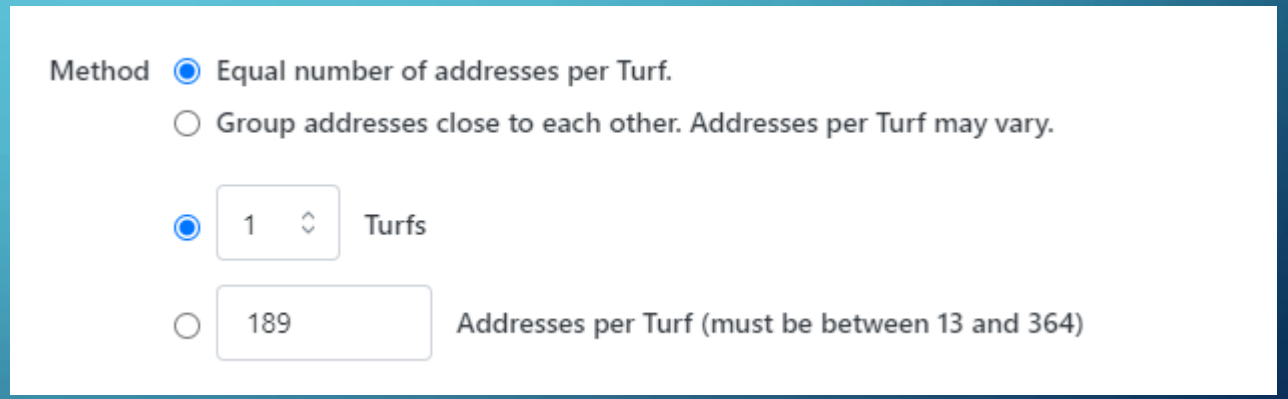


TURF WIZARD

Walks you through creating turfs

NUMBERS VS GEOGRAPHY

Consider the outcomes, # of contacts & participants



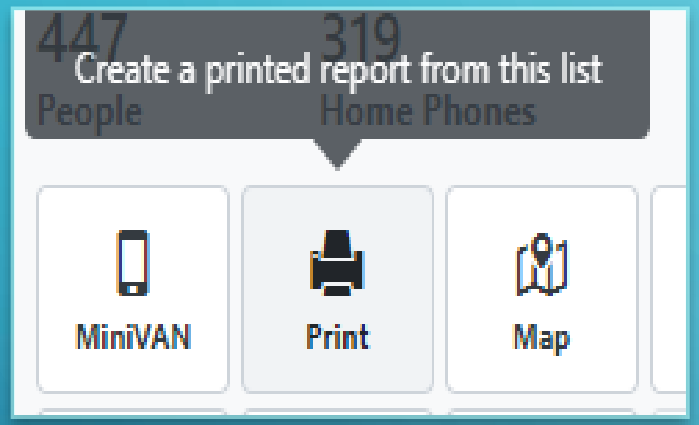
SAVE & EXPORT!

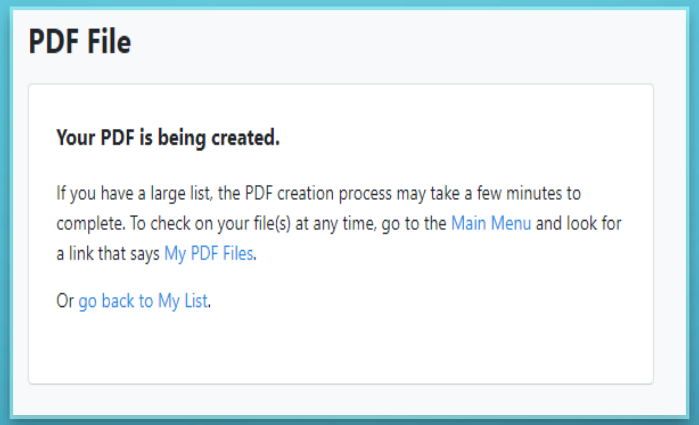
LISTS CREATED – NOW WHAT?

PAPER LIST
Accessible for non-tech
Delegation
Notes/ updates

MINIVAN
1-click completion
Instant Upload
Delegation
Accountability

EXPORTING A LIST TO PAPER





CHOOSE PRINT

Report Format: Call, Walk, GOTV, Lit Drop

Contacted: Community Canvass

MY PDF FILES

Click the link or

Go to home screen – by your Welcome/ Name – click My PDF Files

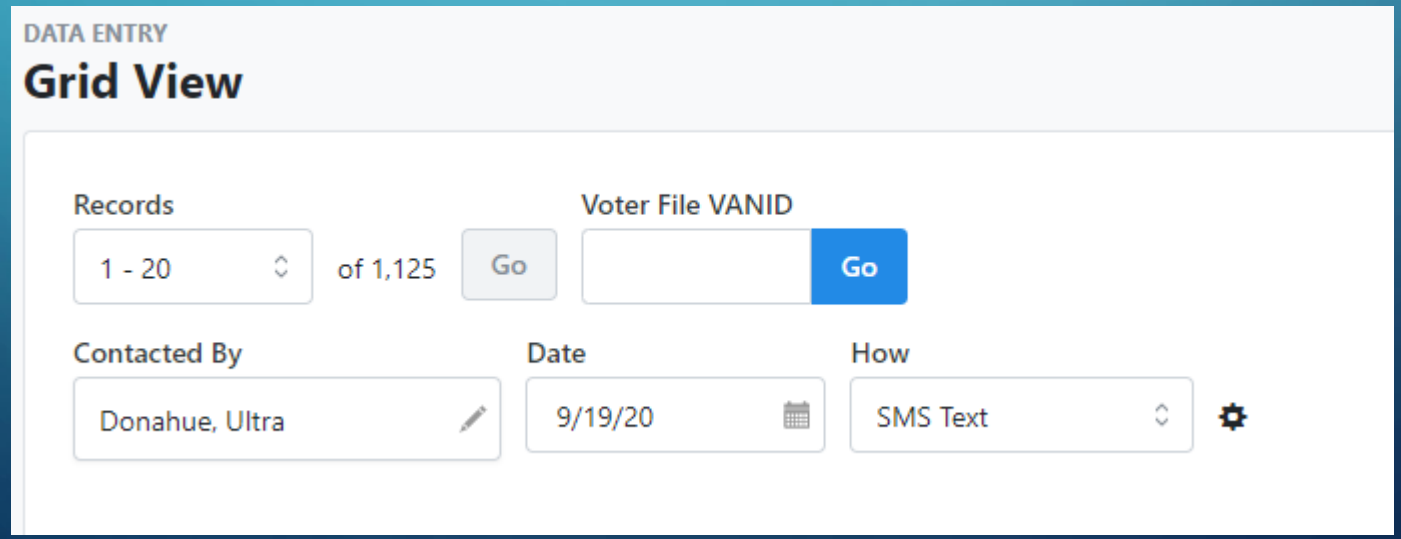
AVAILABLE FOR 30 DAYS

Manual data input

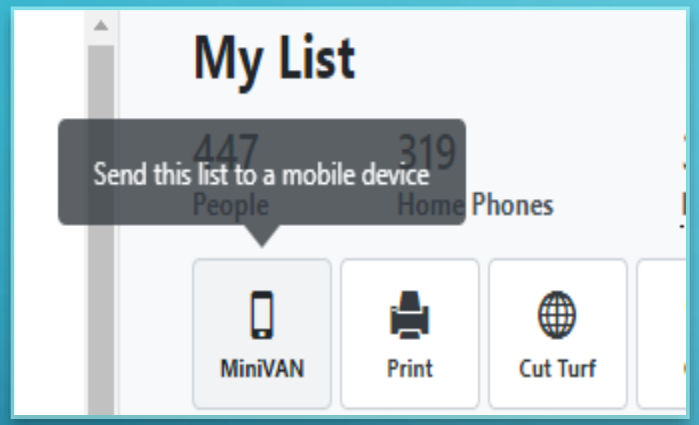
No way to track completion *

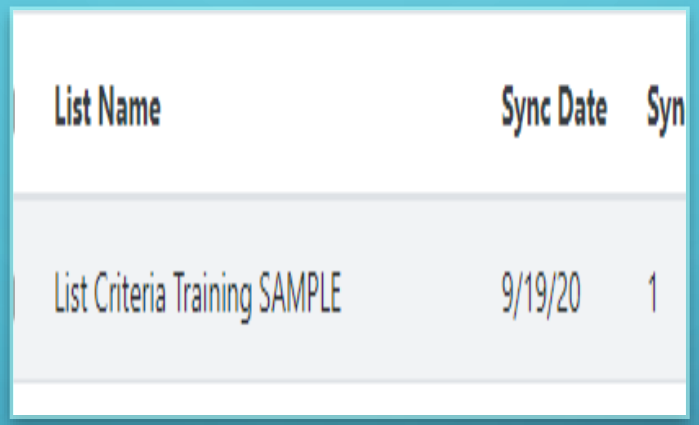
MANUAL DATA INPUT

1) Sidebar (Data Entry)
2) Choose GRID VIEW,
3) Select Your List or Enter List #
4) Mass entry of Contact Method



EXPORTING A LIST TO MINIVAN





CHOOSE MINIVAN

Canvasser: ANY Recipient in VAN

Campaign: the script/ questions

AVAILABLE FOR 90 DAYS

Keep track of completion & data input

UPLOAD DATA

Sidebar: MiniVAN Commit

Find your list, click commit (top right corner)

DATA, DATA, DATA!!

"Contact data ages like fish not wine…it gets worse as it gets older, not better." — Gregg Thaler

"With data collection, 'the sooner the better' is always the best answer." – Marissa Mayer

"Without a systematic way to start and keep data clean, bad data will happen." — Donato Diorio

VAN LIST CRITERIA –

A REVIEW & INTERACTIVE TRAINING FOR VAN ON HOW TO CREATE EFFECTIVE AND SELECTIVE VOTER LISTS

ACHEIVED OUTCOMES:

- SELECTION CRITERIA – VOCABULARY & OVERVIEWS
- HOW TO NAVIGATE LIST CREATION
- HOW TO CUT TURF
- HOW TO “PUSH” A LIST TO PAPER & MINIVAN

QUESTIONS??

My Info: Ultra Donahue
Phone: 719-232-0538
Email: UltraD189@gmail.com

STUDY HALL
Wednesdays: 530-800pm
Sundays: 230-500pm

Your
vote
MATTERS