Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

University: \_\_\_\_\_\_\_\_\_\_\_\_\_\_

Expected Graduation Year: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Major: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Teammates (if applicable): \_\_\_\_\_\_\_\_

**Voter Contact**

**Overview:**

During the presentation you learned specific strategies on voter contact and engagement. For this worksheet, take what you have learned and apply it to a hypothetical campaign you are managing. Use what you now know about voter contact, communications and campaign management to answer the following questions. **If you finished any previous worksheets, you’ve already completed the first sheet, feel free to move on to page two of this document. Please also note that teamwork is accepted and encouraged. If you work with other participants on this worksheet, simply list their names above so that credit can be recorded.**

**Instructions:**

Assume you are working on a general election in your district of the Texas House of Representatives. You can find that district number [here](https://house.texas.gov/members/find-your-representative/).

Once you have that district number, look for some of the information Tyler highlighted. You can find the demographic population, election analysis, and other information on the incumbent representative's [home page](https://house.texas.gov/members/) here. Click on your representative’s page and navigate through the District Profile Reports and Election Analysis.

You can get a better understanding of how a district has changed over time by examining what the vote count was for previous elections. Take a look at some of the most recent results for that seat in either 2014, or [2016](https://elections.sos.state.tx.us/elchist319_state.htm).

Using this information, work on answering the following questions. Some questions require you to pick a candidate to work for. Feel free to pick the incumbent, a challenger, or make up your own candidate! No matter who you choose, the information provided via the links above will stay the same.

**Questions:**

1. It’s 6 weeks out from Election Day and you need to gauge community feedback about your campaign. You only have $1,500 to spend on voter contact for the week, **how do you spend that money and why?** (e.g. pay to put a poll in the field, rent a room(s) and host town halls in your district, purchase a texting program to reach your voters, purchase a “party-call" and hold a phone rally, hire paid canvassers, hire paid phone bankers, etc.) List at least two different methods, both may cost up to $1,500.
2. Making contact with your voters is the core tenant of campaign organizing. Using this pie chart, divide the priorities of your campaign’s voter contact strategies totaling up to 100%. (e.g. mail/postcards, texting, calls, doors, town halls, email, TV/radio/online advertisements, op-eds, rallies, etc.) Be specific and wholistic in your answer. Feel free to make a new pie chart in Word or Google Docs if you’d prefer.

 

1. Data is extremely important on a campaign. But resources are limited and thus the scope of data that a campaign collects is too. As you look to contact certain voters in your district, **list two data points you look to and explain why**? (e.g.: polls, voting history, voter demographics, ISD membership, likelihood to commute to work, proximity to public amenities, etc.) Remember, some data is free and regularly available while other data costs substantial amounts of money to produce and may change drastically over time. Take these factors into consideration when answering this question.
2. As you coach your block walkers, phone bankers, and other volunteers you need to give them some final advice before they make contact with voters on your candidate’s behalf. **What do you think is the most important thing/things that they need to know before talking to voters and why?**