

# Get Out The Vote Campaign (GOTV)

## The need for an Election campaign



- Premier Ed Stelmach has resigned
- First Ballot for PC leadership Race is on Sept. 17th; second ballot on Oct. 1
- The new Premier might call an election right away, wait until the spring, or wait until the deadline of March 2013

#### **Our Proposal**



- In the past two elections CAUS had media-focused campaigns
- Last year's CAUS leadership suggested that this year we focus on our biggest strength:
   Our students

#### Goal



- To increase voter turnout among our students
- A secondary goal will be to increase awareness of the student vote and in turn make student concerns major topics in the election

## Who are we targeting?



- Primary audience is our student body
- Secondary audience will include volunteers, political campaigns, candidates in marginal constituencies

## What is GOTV anyway?



- Direct contact with the student body
- Collecting signatures from students pledging to vote
- If the student chooses to, he/she will give us their contact information when signing the pledge
- On election day, we will contact them with with whatever contact information they left: email, text, phone call reminding them to vote

## **Campaign Pieces**



- The campaign can be broken into three strategies
  - Low Intensity Contact: Marketing, Posters, Handbills, Facebook, Twitter etc.
  - High Intensity Contact: Direct Contact with the student body through volunteers, Leaders' Debate, Concert or Major Event
  - GOTV: Taking every opportunity to identify every potential student voter on campus, make contact, then on polling days to make every effort to encourage the student to vote

#### **Different Scenarios**



- Fall Election
- Spring Election
- Election after April 2012

#### **Fall Election**



- Provincial election will start in Sep./Oct.;
   election day in late Oct./early Nov.
- Voter contact and registration in October
- All leaders debate event
- Data input on-going
- Large on-campus events
- On election day: GOTV

## **Spring Election**



- The fall will be used to establish familiarity with the campaign
- Initial voter contact and voter registration in October 2011
- More pledges in February
- All leaders debate event
- Data input November–January
- Large on-campus events
- On election day: GOTV



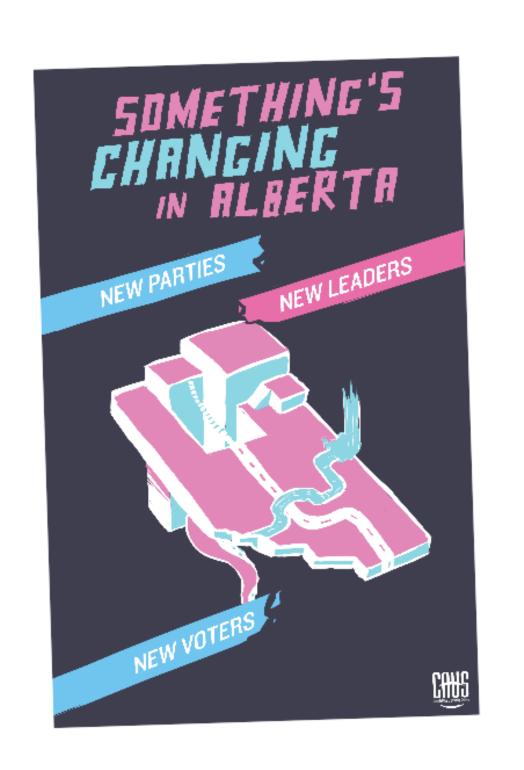


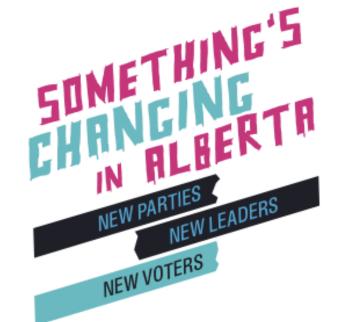
- The campaign would go the same until end of March, with all the groundwork done
- The next Vice President (External), and Executive will then decide if they choose to pursue GOTV for another year

#### Marketing



- Single Theme
  - New Parties. New Leaders. New Voters.
- Possible tag lines
  - Things are going to get interesting
  - Don't sit this one out
  - Something's changing in Alberta
  - Everything's about to change









- NEW LEADERS NEW PARTIES NEW VOTERS
- NEW LEADERS
- NEW PARTIES
- NEW VOTERS



















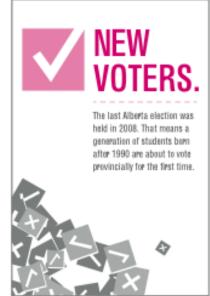






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#### **Volunteers**



- Planning to recruit between 150–200 volunteers
- This will help reach our benchmark of 50% of campus by the end of the fall
- The volunteers will need a Volunteer Coordinator

#### Volunteers (cont'd)



#### Volunteers will be needed

- to make contact with the student voter population
- help register them to vote
- ask them to sign a pledge to vote
- collect their contact information
- classroom talks
- Posters and handbills
- data Input
- call-outs

#### **GOTV Volunteer Coordinator**



#### Job Description

- The Get Out The Vote (GOTV) Volunteer Coordinator reports directly to the Director of Research and Political Affairs (DRPA) who provides guidance and direction.
- 25 hours/per week
- 13 weeks from September 1 to November 30
- If Election is not in the fall, we renew the contract next semester

## **Budget**



- Budget is for the Fall Semester only
- Estimates are for 200 volunteers
- Total of \$14,985.60

Volunteer Coordinator salary Volunteer Coordinator deductions	25hrs/wk	\$12.14/hr	\$304/wk	\$3,946 \$789
T-shirts Training sessions/food Election day phones Events (Dinwodee/Myer) & Marketing	\$10/vol. \$30/vol	x 200 x 200		\$2,000 \$6,000 \$1,250 \$1,000
			Total:	\$14,985

## Where is the money coming from?



- Bylaw 3000 §3 (6):
  - The Elections Reserve shall be used to support Students' Union endorsed political campaigns related to municipal, provincial, and federal elections.
- Preliminary estimates of the reserves fund: \$56,588. Up from \$47,322 last year



## Questions?