



**Bellaire/
Braeswood Dems:
Canvass for
Community**

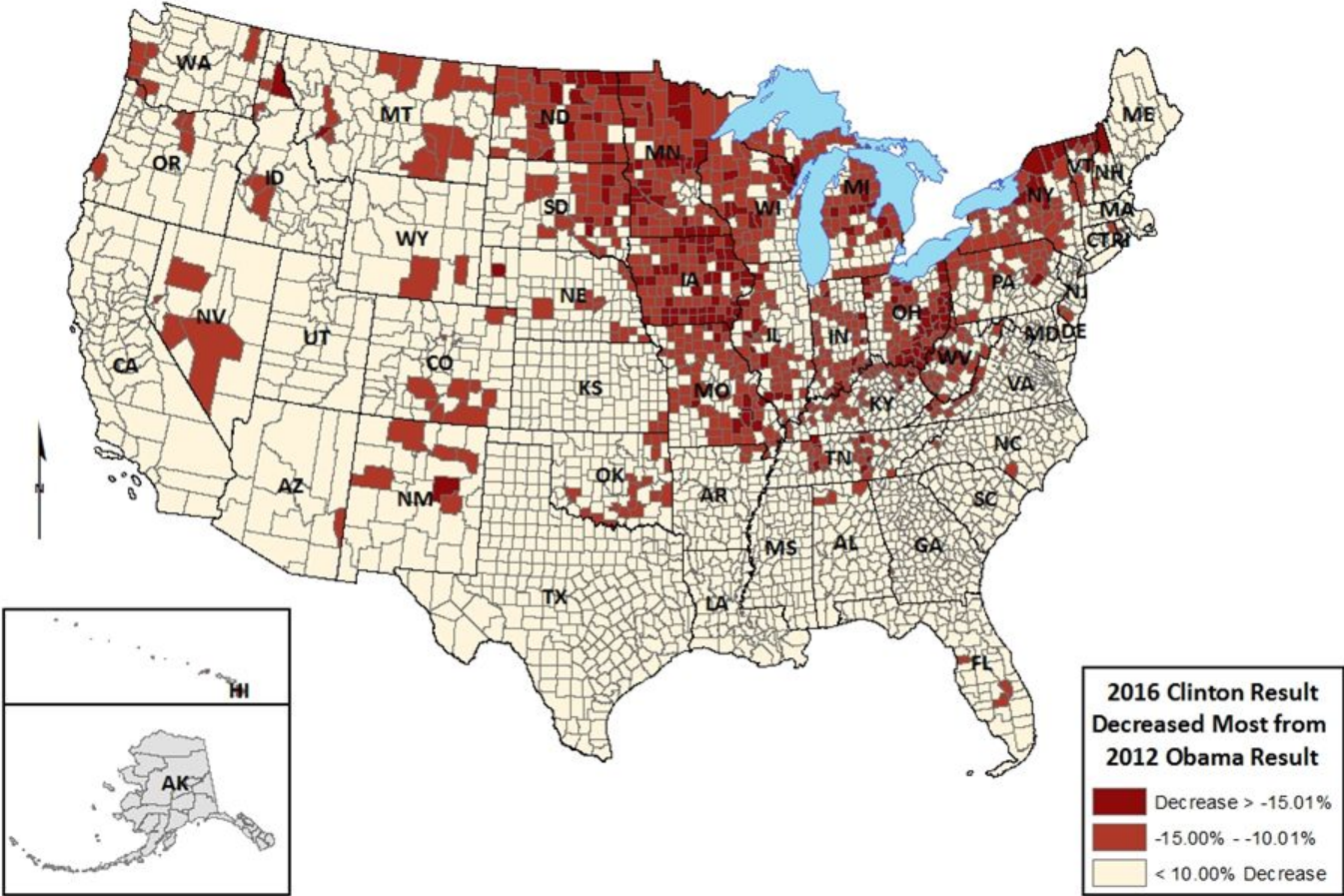
Our mission is crystal clear:
Mobilize the base.
Build permanent infrastructure.
Win.

Focus on:

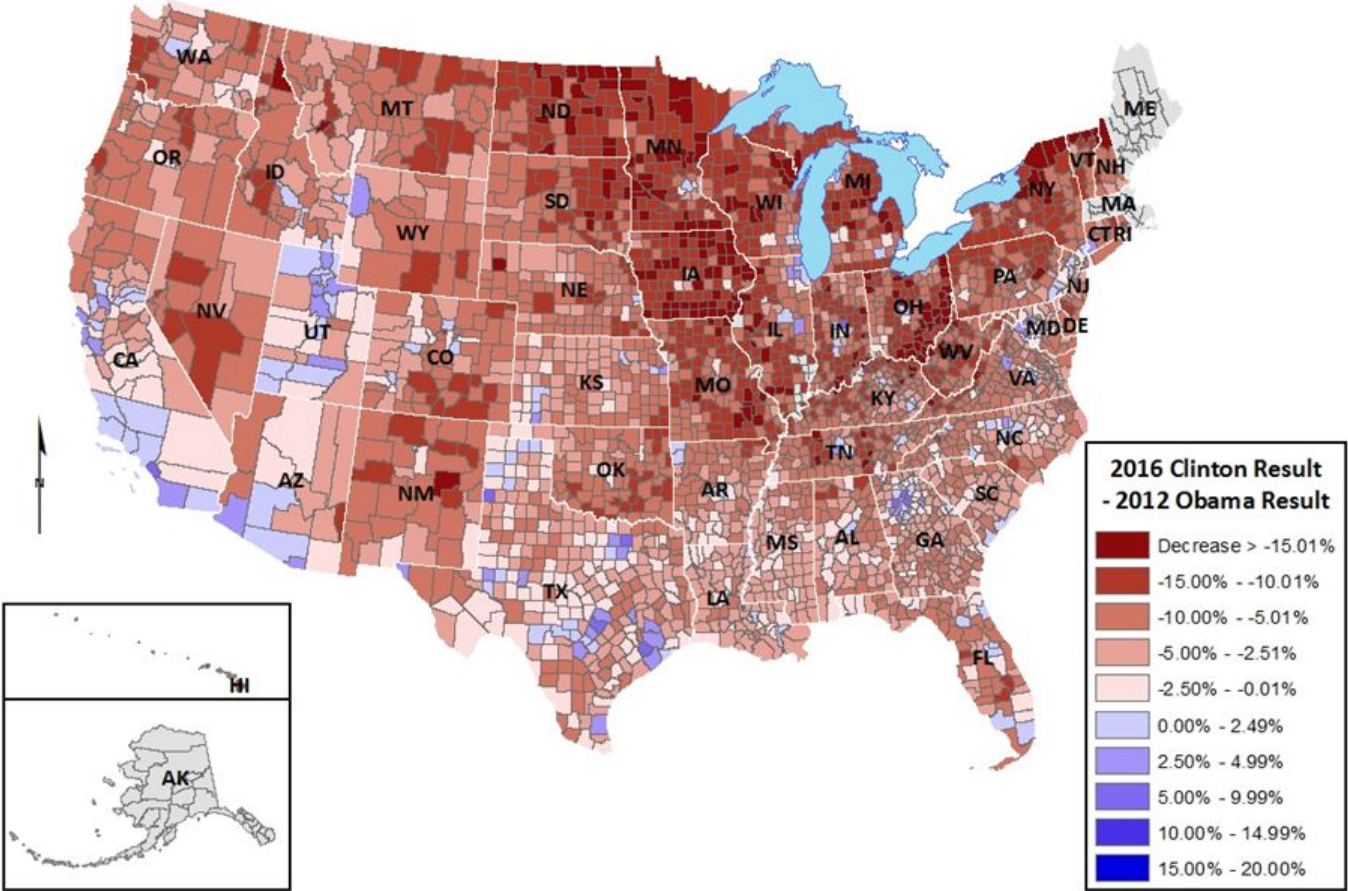
- **Aggressive communications and smart messaging** online and with the press,
- Unprecedented **candidate recruitment, services, and training efforts**, and
- **Strengthening county parties.**

**Here's how Texas
stacked up.**

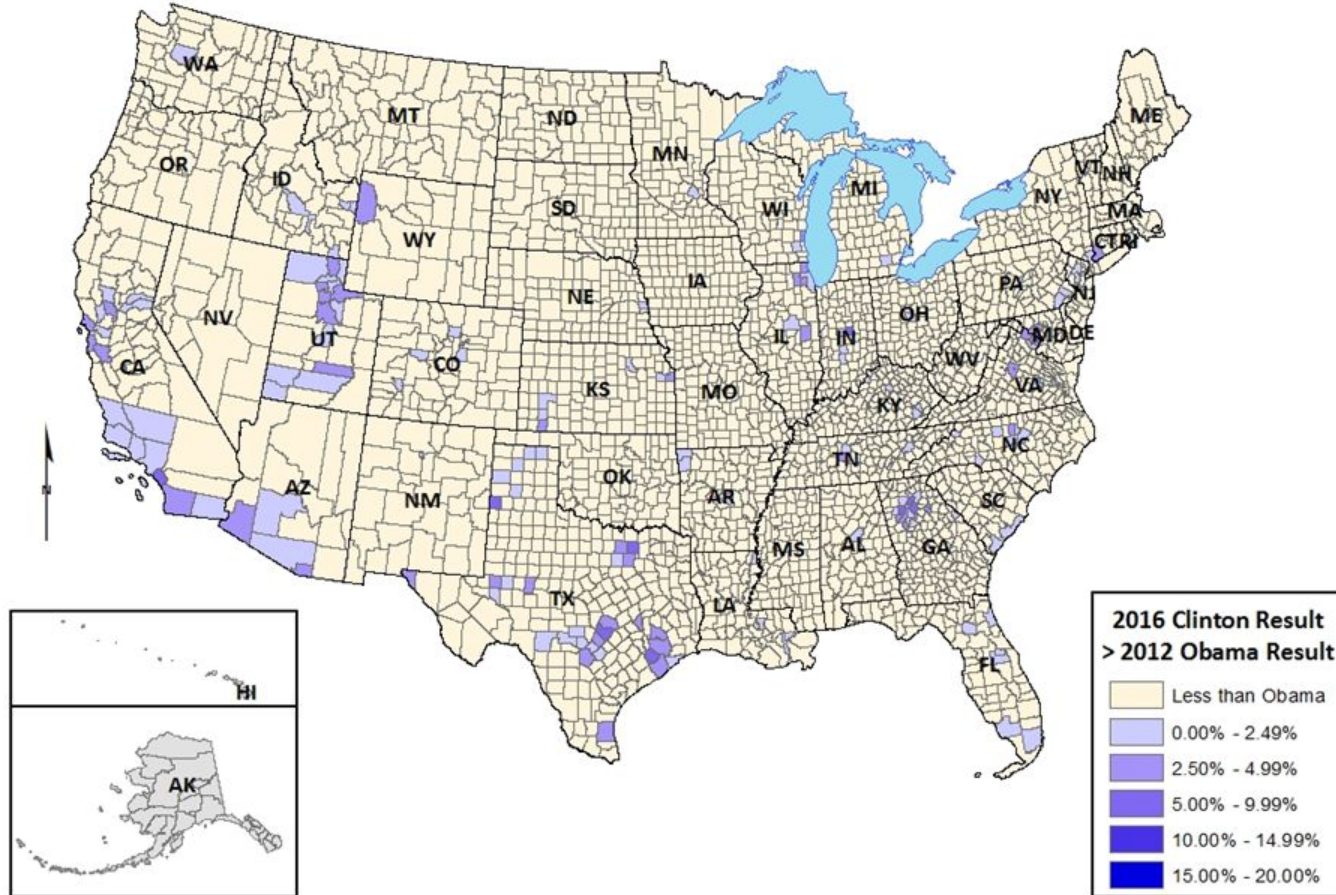
**Change in Democratic Presidential Vote By County:
Where the Clinton Vote Decreased More than 10% from Obama in 2012**



Change in Democratic Presidential Vote By County: 2012 to 2016



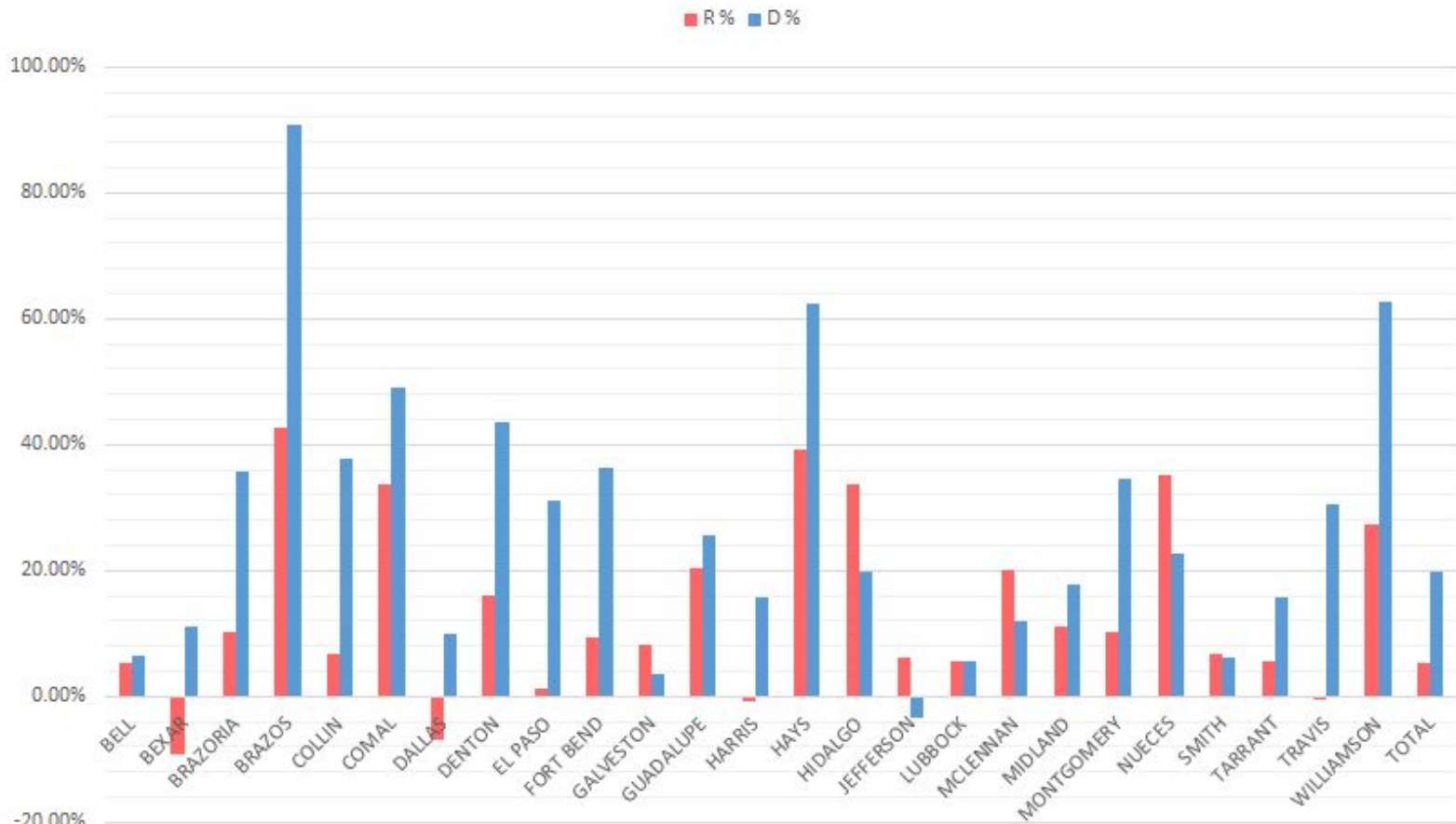
Change in Democratic Presidential Vote By County: Where Clinton in 2016 Exceeded Obama in 2012



How Texas Differed from the Pack

- **Highest Registration** ever in Texas: over 15 million
- **569,744 More Voters** for the 2016 Democratic nominee than in 2012
- We had the biggest year-over-year growth in turnout of any state: **12.2%**
- **Cut the Presidential Margin to Single Digits** for the 1st time in 2 decades
- **The change in margins from 2012 to 2016**
 - In the 13 swing states: **-5.4% (more Republican)**
 - Across the country as a whole: **-1.8%**
 - In Texas: **6.8%**
- Texas had the best **improvement in margin** after California & Utah

Straight Ticket Growth



Additional Analysis

- Individual Voter Analysis
- County/District Level
- Data Breakouts (Age, Race, Gender, Model Performance)
- New Registrant Breakouts
- Voting Method
 - VBM
 - Breakdown of the entire universe of mail voters
 - How did our universe perform?
 - Early

Why Canvass for Community?

Here's why:

- Time to connect: People are thinking about politics
- Time to lead: Non-voters and Super Dems
- Authentic connections with people

Authenticity (or the lack, thereof):



What's on the agenda:

- Updates
- The Canvass
- The Community (Social, Service, Civics)
- Role Play (Door and Phone)
- Suggested Days of Action

A few quick updates from the TDP:

Trainings and Webinars:

- Program Building (Thursday)
- Skills Building (Tuesday)
- Regular Calls
- Can't make it to the webinar? Send us your questions!
- Two weeks out calendar, minimum

TDP Website:

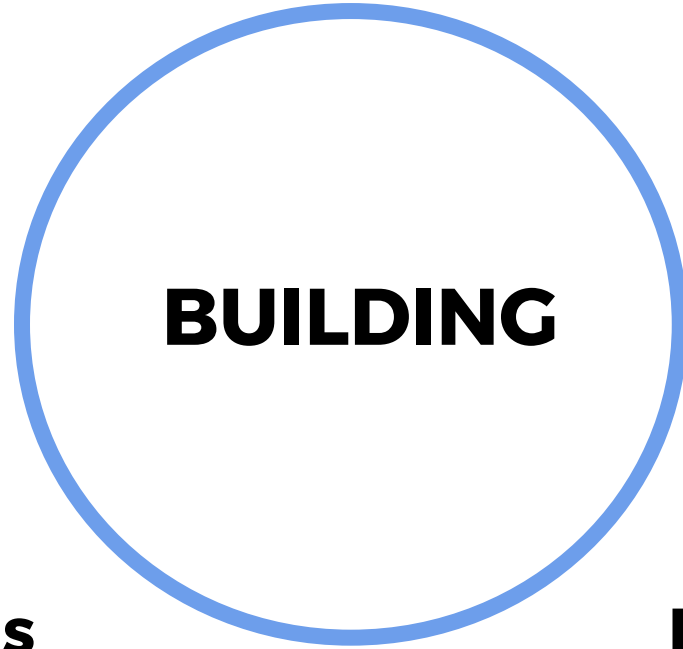
- Full Refresh!

2017 is about building.

Community

Base

Brand



BUILDING

Skills

Bench

The Canvass

The Canvass

Assembling your Canvass Team:

- Email template*
- Facebook
- Register your Canvass or Phone Bank event*
 - Name and contact information
 - Event details (Canvass, Phone Bank, Social, Service, Civic)
 - For Canvass: List of precincts or districts
 - Facebook link

The Canvass

Preparing for your Canvass:

- Target your **Turf!**
 - Smaller is better to begin
 - TELL US YOUR TARGET!
- Target your Voters in TexasVAN:
 - **2016 Pres Voters:** Dems (90+ partisanship or strong support on partisanship survey) with a high volunteer propensity (85+) who voted in the 2016 presidential.
 - **2016 Non-Pres Voters:** These meet the same criteria as above, but did not vote in the 2016 presidential.

The Canvass

Preparing for your Canvass:

- Target your Voters in TexasVAN:
 - Canvass for Community VAN Script
- And a Few Tips for a Good Canvass:
 - Share your event everywhere
 - Do confirmation calls, emails, and Facebook messages
 - Print scripts, walk lists, event flyers*, and maps; & bring pens!
 - On the day of: do plenty of ROLE PLAY!
 - Finally, re-enter the data!

The Canvass

Virtual Phone Bank:

- Same targets
- Public survey questions
- Let us know in the Registration Form* and we can set it up for you!

The Community Event

The Community Event

Social:

- Potlucks and picnics
- Bowling night
- Mixers
 - Wine and cheese
 - Beer and brats
- Game Night
- Of course, Political Watch Parties

The Community

Social:

- **Informal agenda***
 - Welcome
 - 5-minute speaker
 - Introductions and Ice-breaker
 - Ice-breaker ideas
 - Food and drink: Pot luck or sponsor*
- Travis County Model
 - Small groups with suggested questions for conversation
 - Open mic “Report Back”
 - Help them act

The Community

Service:

- 100 Service Ideas*

Civic:

- Local May elections*
- What's going on at the Texas Capitol? How can I get involved?
 - Texas Voices*
 - Grassroots Tweeters*
 - TDP Activist List*
- [IndivisibleGuide.com](https://www.indivisibleguide.com)

The Conversation

The Conversation

Don't Speechify

Listen and Gain Understanding

Bridge an Emotional Connection

Make a Friend

The Conversation

- Hi, I'm Cliff
- **[IDENTIFY VOTER]** I'm hoping to speak to _____.
- I'm with _____ (identify your group).
- So, I'm pretty anxious about our future, and if you've been watching the news, you might be to.

The Conversation

- **[Q1: DEM ID]** How do you feel? [Offer space for thoughts, venting, and questions.]
- Well, I just want to let you know that you're not alone.
- **[Q2: EVENT ASK]** A group of us are getting together on _____ to _____. Want to join us?
- “Great! Glad you can make it!” or “That’s okay. We’ll keep you posted for next time.”

The Conversation

- **[Q3: CONTACT INFO]** What's a good email address to reach you at? And your cell number?
- We've got some tough times ahead of us, but we'll come out stronger if we pull together.
- I look forward to getting to know you better.
- Thanks for taking the time to chat.

Role Play

Questions?

Flying Solo?

Connect with your County Party,

Connect with a Democratic Club,

Connect with a Precinct Chair, or

Connect with us.

Next Steps:

February 11th - 12: 1st Canvass for Community

February 13th - 19th: Social and Service Events

Email Updates for C4C Participants.

One more time:

Candidates: Cliff Walker
cliff@txdemocrats.org

TEXAS  **DEMOCRATS**

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TexasDemocrats.org