No normal person begins a journey or a trip without a destination in mind. There is planning involved: a destination is chosen, and then the path is planned to get you from point A to point B. And when one is planning that path, a typical person seeks the most effective and efficient way to get to the destination. In many ways, a campaign is like a journey, with of course the destination being victory. But what is victory? It is of course, when boiled down to its essence, getting more votes than the other guy (or gal). So the vote goal is the destination, and everything on a campaign, from message to media to GOTV, is aimed at that goal. So how are you going to find the goal? I’m glad you asked because that is what this worksheet is all about.

What's the Vote Goal?

Step 1: Project the turnout

\[
\text{% turnout in last 3 similar election(s) \times \text{Current number of registered voters} = \text{Projected turnout}}
\]

Step 2: Set Your Goals

\[
\frac{\text{Projected turnout}}{2} + 1 = \text{Win Number} \quad \text{Projected turnout} \times .52 = \text{Vote Goal}
\]

Step 3: Write them down

Calculate Your Vote Goals

Caesar decreed that Gaul should be divided into three parts. For the ease in explaining how you find your vote goals for your race, we will divide our “Gaul,” or district, into three precincts to demonstrate how you find the winning number.

Formula Key

Projected Turnout = Current Registration x ‘12 Turnout %

Win Number = (Projected Turnout / 2) + 1

Vote Goal = Projected Turnout x .52

Region #1
Current Registration ______
Last Election Turnout %: ______
Next Election Projected: ______
Win Number ______
Vote Goal (52%) ______

Region #2
Current Registration ______
Last Election Turnout %: ______
Next Election Projected: ______
Win Number ______
Vote Goal (52%) ______

Region #3
Current Registration ______
Last Election Turnout %: ______
Next Election Projected: ______
Win Number ______
Vote Goal (52%) ______

District Total
Current Registration ______
Last Election Turnout %: ______
Next Election Projected: ______
Win Number ______
Vote Goal (52%) ______
We need at least ______ votes to win, 
BUT our vote goal is________

Party Performance Index

Percentage of the vote an average candidate can expect in an average election 
— Based on voting history NOT voter registration

### How to calculate P.P.I.

- Party ___% in similar election (2004)
- Party ___% in similar election (2008)
- Party ___% in similar election (2012)

\[
\text{P.P.I.} = \frac{\text{Party } \_\_\% \text{ in similar election (2004)} + \text{Party } \_\_\% \text{ in similar election (2008)} + \text{Party } \_\_\% \text{ in similar election (2012)}}{3}
\]

---

Find Your People!

<table>
<thead>
<tr>
<th>Region #1</th>
<th>Region #2</th>
<th>Region #3</th>
</tr>
</thead>
<tbody>
<tr>
<td>Next Projected Turnout:</td>
<td>Next Projected Turnout:</td>
<td>Next Projected Turnout:</td>
</tr>
<tr>
<td>Party Performance Index</td>
<td>Party Performance Index</td>
<td>Party Performance Index</td>
</tr>
<tr>
<td>Projected Party Turnout</td>
<td>Projected Party Turnout</td>
<td>Projected Party Turnout</td>
</tr>
<tr>
<td>Vote Goal (52%)</td>
<td>Vote Goal (52%)</td>
<td>Vote Goal (52%)</td>
</tr>
<tr>
<td>Vote difference</td>
<td>Vote difference</td>
<td>Vote difference</td>
</tr>
</tbody>
</table>

**Formula Key**

- **Projected Party Turnout** = Turnout Projection \( \times \) P.P.I.
- **Vote Difference** = Projected Party Turnout – Vote Goal

**District Total**

<table>
<thead>
<tr>
<th>Next Projected Turnout:</th>
<th>Party Performance Index</th>
<th>Projected Party Turnout</th>
<th>Vote Goal (52%)</th>
<th>Vote difference</th>
</tr>
</thead>
</table>
How many persuadable or independent voters are out there?

**Formula Key**

Projected Persuadable Voters = Turnout Projection \( \times \) Persuasion %

Persuasion Share = \( \frac{\text{Regional Persuadable Voters}}{\text{Total Persuadable Voters}} \)

**The Method**

Compare campaigns with the same constituents

<table>
<thead>
<tr>
<th>Candidate</th>
<th>% of vote in District</th>
</tr>
</thead>
<tbody>
<tr>
<td>Party 1 Governor</td>
<td>55%</td>
</tr>
<tr>
<td>Party 1 State Senate</td>
<td>48%</td>
</tr>
</tbody>
</table>

55% - 48% = 7% of the voters are persuadable

---

Find the persuadable or independent voters

**Region #1**

Next Projected Turnout ______

Persuasion Index: ______

Projected Persuadable Voters ______

Persuasion Share ______

**Region #2**

Next Projected Turnout ______

Persuasion Index: ______

Projected Persuadable Voters ______

Persuasion Share ______

**Region #3**

Next Projected Turnout ______

Persuasion Index: ______

Projected Persuadable Voters ______

Persuasion Share ______

**District Total**

Next Projected Turnout ______

Persuasion Index: ______

Projected Persuadable Voters ______

Persuasion Share ______

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