

# VOTE GOAL WORKSHEET



**N**o 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

$$\frac{\begin{array}{l} \% \text{ turnout in last 3 similar election(s)} \\ \times \text{ Current number of registered voters} \\ \hline \end{array}}{=} \text{Projected turnout}$$

### Step 2: Set Your Goals

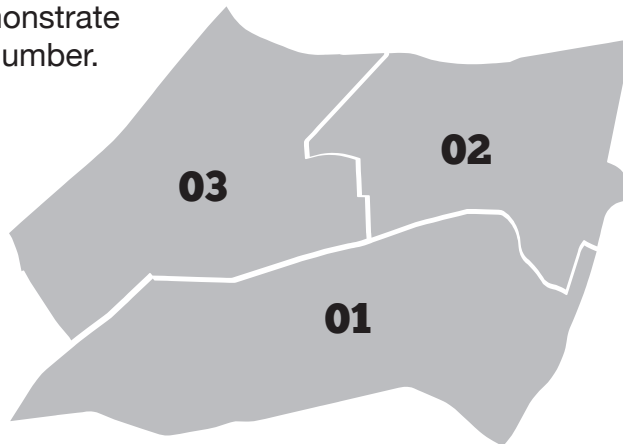
$$\frac{\text{Projected turnout}}{2} + 1 = \text{Win Number}$$

$$\text{Projected turnout} \times .52 = \text{Vote Goal}$$

### 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.



### 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%) \_\_\_\_\_

### Formula Key

**Projected Turnout =**  
 Current Registration x '12 Turnout %

**Win Number =**  
 (Projected Turnout / 2) + 1

**Vote Goal =**  
 Projected Turnout x .52

### District Total

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%) \_\_\_\_\_

**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.

$$\frac{\begin{array}{l} \text{Party } \_\_\% \text{ in similar election (2004)} \\ \text{Party } \_\_\% \text{ in similar election (2008)} \\ \text{Party } \_\_\% \text{ in similar election (2012)} \end{array}}{3} = \text{P.P.I.}$$

## Find Your People!



### Region #1

Next Projected Turnout: \_\_\_\_\_  
Party Performance Index \_\_\_\_\_  
Projected Party Turnout \_\_\_\_\_  
Vote Goal (52%) \_\_\_\_\_  
Vote difference \_\_\_\_\_

### Region #2

Next Projected Turnout: \_\_\_\_\_  
Party Performance Index \_\_\_\_\_  
Projected Party Turnout \_\_\_\_\_  
Vote Goal (52%) \_\_\_\_\_  
Vote difference \_\_\_\_\_

### Region #3

Next Projected Turnout: \_\_\_\_\_  
Party Performance Index \_\_\_\_\_  
Projected Party Turnout \_\_\_\_\_  
Vote Goal (52%) \_\_\_\_\_  
Vote difference \_\_\_\_\_

### Formula Key

**Projected Party Turnout** = Turnout Projection x P.P.I.

**Vote Difference** = Projected Party Turnout – Vote Goal

### District Total

Next Projected Turnout: \_\_\_\_\_  
Party Performance Index \_\_\_\_\_  
Projected Party Turnout \_\_\_\_\_  
Vote Goal (52%) \_\_\_\_\_  
Vote difference \_\_\_\_\_

# How many persuadable or independent voters are out there?

## Formula Key

Projected Persuadable Voters = Turnout Projection  
 x Persuasion %

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

## The Method

Compare campaigns with the same constituents

Candidate % of vote in District

Party 1 Governor 55%

Party 1 State Senate 48%

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

## Find the persuadable or independent voters

Region #1	Region #2	Region #3	District Total
Next Projected Turnout _____	Next Projected Turnout _____	Next Projected Turnout _____	Next Projected Turnout _____
Persuasion Index: _____	Persuasion Index: _____	Persuasion Index: _____	Persuasion Index: _____
Projected Persuadable Voters _____	Projected Persuadable Voters _____	Projected Persuadable Voters _____	Projected Persuadable Voters _____
Persuasion Share _____	Persuasion Share _____	Persuasion Share _____	Persuasion Share _____

## Connecting with American Majority

Please join American Majority online for access to informational resources, events, and and valuable tools to help you run for office, manage a campaign, or organize for freedom.

**Website:** [www.AmericanMajority.org](http://www.AmericanMajority.org)

Check out the latest American Majority resources including links to presentations, guides, and podcasts.

**Join us on our social networking sites:**

Facebook®: <http://www.facebook.com/AmericanMajority>

Twitter®: [http://twitter.com/AM\\_National](http://twitter.com/AM_National)

