



Saturday August 3rd, 2019

Precinct Engagement Programs

CONTEXT

WHAT'S HAPPENING IN THE PRECINCTS?

Inconsistent Activity	Standardization
Inconsistent Methods	Targets and Tactics
Minimal Data Capture	Train the Tech
Unclear Utility	Targets = Accuracy
Not Connecting	Integration

CONTEXT

WHAT'S HAPPENING IN THE PRECINCTS?

Inconsistent Activity	Buy-in
Inconsistent Methods	Targets and Tactics
Minimal Data Capture	Train the Tech
Unclear Utility	Targets = Accuracy
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OUR DATA IS BETTER Miller Report (pg. 49)

Unit 26163 officers also hacked into a DNC account hosted on a cloud-computing service. [REDACTED] On September 20, 2016, the GRU began to generate copies of the DNC data using [REDACTED] function designed to allow users to produce backups of databases (referred to as "snapshots"). The GRU then stole those snapshots by moving

¹⁸¹ See Assange: "Murdered DNC Staffer Was 'Potential' WikiLeaks Source," Fox News (Aug. 25, 2016)(containing video of Assange interview by Megyn Kelly).

¹⁸² M. Raju & Z. Cohen, *A GOP Congressman's Lonely Quest Defending Julian Assange*, CNN (May 23, 2018).

¹⁸³ "Donald Trump on Russian & Missing Hillary Clinton Emails," YouTube Channel C-SPAN, Posted 7/27/16, available at <https://www.youtube.com/watch?v=3kxG8uUsWU> (starting at 0:41).

¹⁸⁴ Investigative Technique [REDACTED]

U.S. Department of Justice
Attorney Work-Product // May Contain Material Protected Under Fed. R. Crim. P. 6(e)

them to [REDACTED] account that they controlled; from there, the copies were moved to GRU-controlled computers. The GRU stole approximately 300 gigabytes of data from the DNC cloud-based account.¹⁸⁵

BUY-IN

OUR DATA TELLS US A STORY

SCORE

Propensity of an individual to hold a specific view or attitude, or to take a specific action. Typically, denoted as a decimal value between 0-100

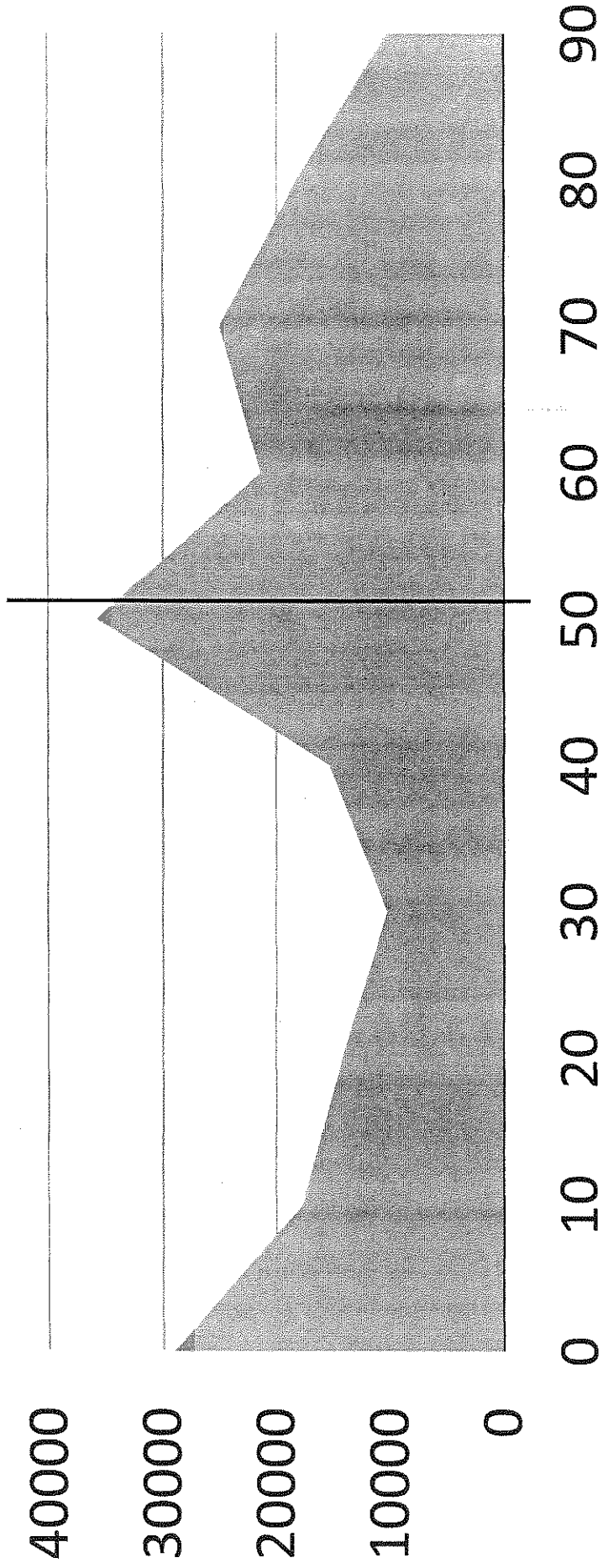
Example:

Name	Dem Support	Inference
Steve B.	86.76	Strong Dem
Joe L.	43.2	Indistinguishable
Joe Tirio	20.8	Strong GOP

OUR DATA TELLS US WE CAN WIN

Histogram: McHenry Dem Support by Population

Median Support = 53

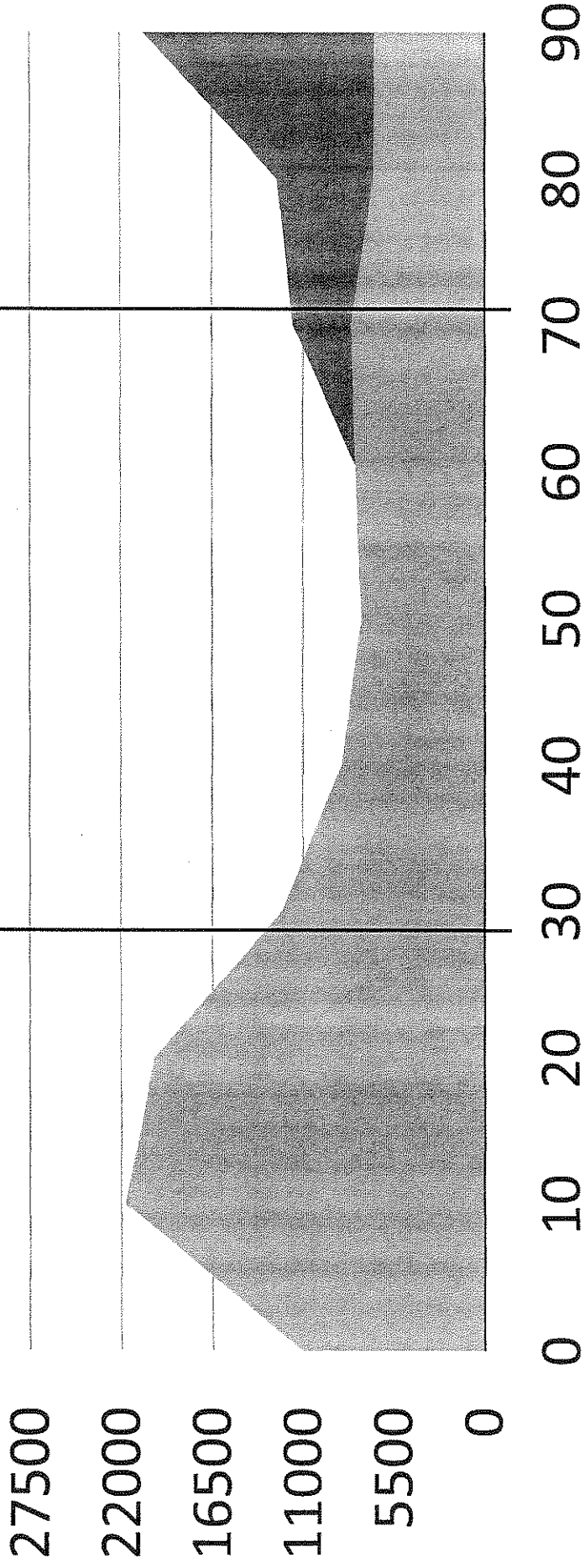


OUR DATA TELLS US HOW WE CAN WIN

Histogram: McHenry Turnout by Population

Median Dem Turnout = 31.6

Median Rep Turnout = 71.6



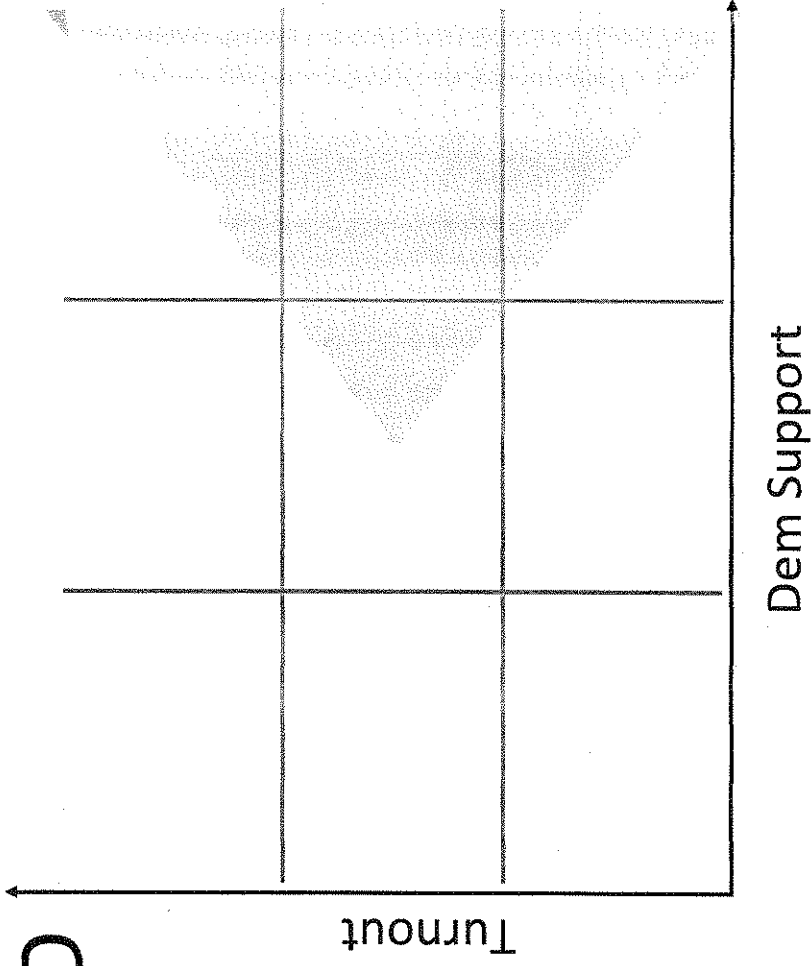
TARGETS

OUR DATA TELLS US WHO

Turnout Targets

Persuasion Targets

Ziennials



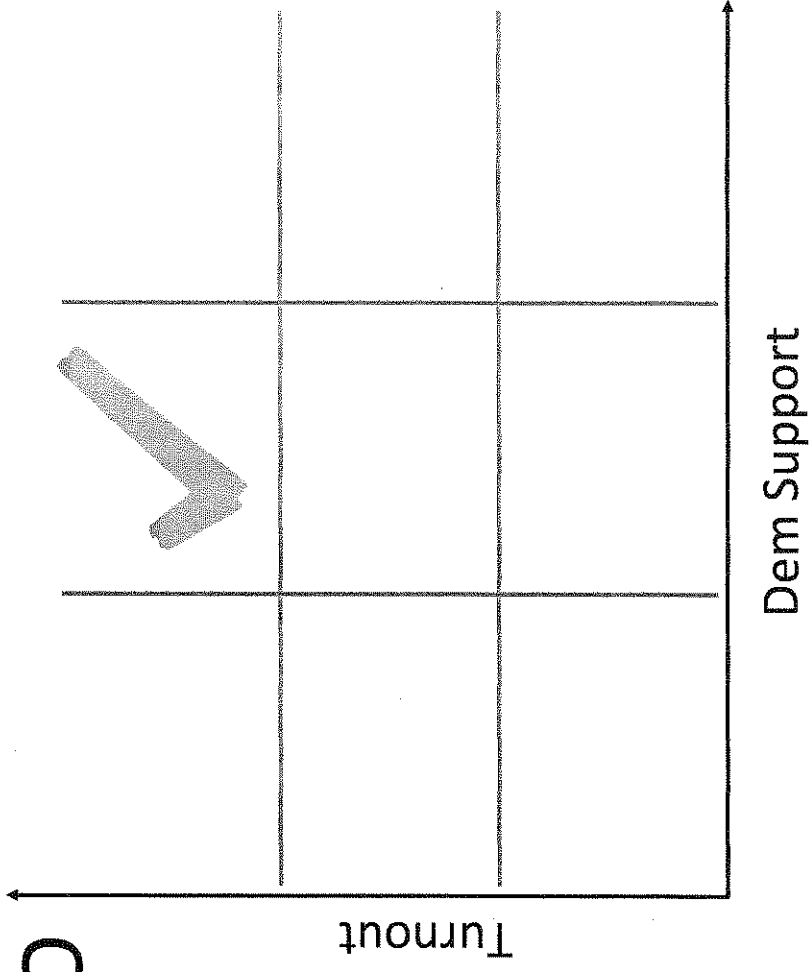
TARGETS

OUR DATA TELLS US WHO

Turnout Targets

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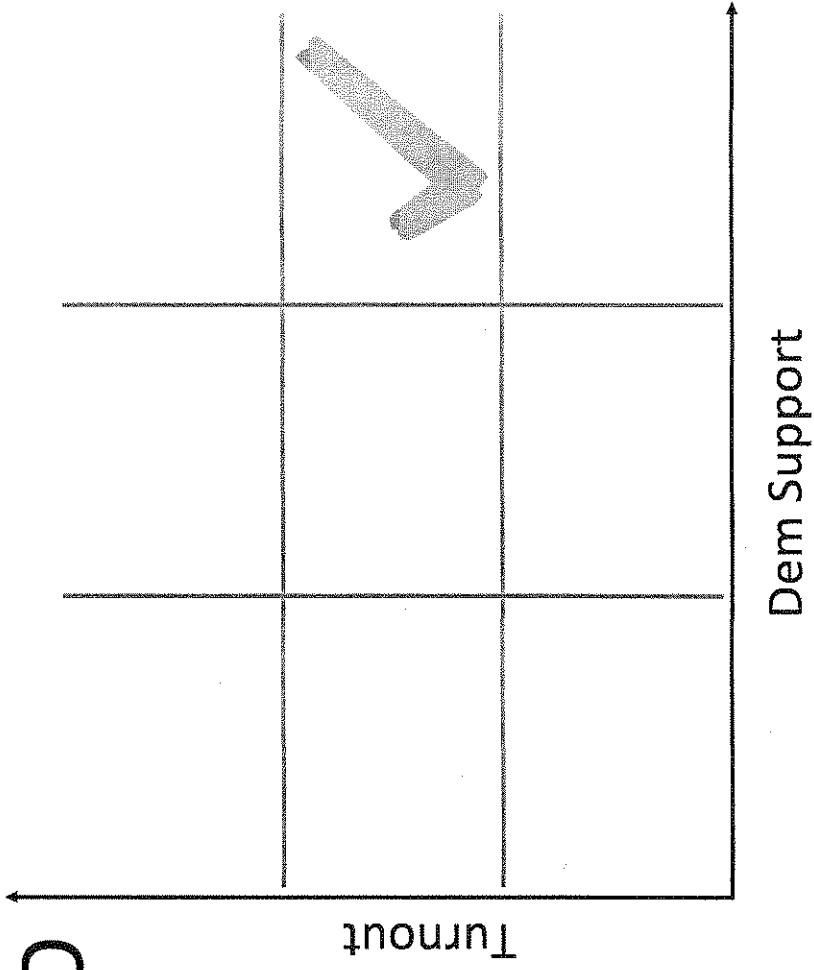
TARGETS

OUR DATA TELLS US WHO

Turnout Targets

Persuasion Targets

Ziennials



Voters age 37 and under who do not have support scores

TARGETS

OUR DATA TELLS US HOW

	Support	Turnout	Product
Begin	0.792	0.317	0.251064
Door knock	0.07	0.09	
Phone call	0.03	0.009	
Door Knock	0.09	0.09	
Phone Call	0.02	0.009	
GOTV knock	0.02	0.21	
GOTV knock	0.02	0.21	
Sum	1.042	0.935	0.97427

PCPS ARE ELECTED OFFICIALS

- ▶ Build relationships
- ▶ Vote at Central Committee
- ▶ Leverage relationships

TACTICS

PCPS ARE ELECTED OFFICIALS

- ▶ Personal Story: Go-to tactic for any voter interaction.

Demonstrate why you care	State a shared Value	Connect to the party
Tell the story that brought you to activism	Use your story to articulate a value you hold	Explain how your value is elevated by the party.

TRAIN THE TECH: VOTEBUILDER (VAN) CREATE A LIST

Search for a page

My Folders Targets_2020

Targets_2020

Remember Filters

My Folders

File Name Type Owner Date From Date To

My Followed Lists & Searches Only

Follow	ID	Type	Name	Description	People	Owner	Date Created	View Map	Refresh	Print Region	Edit
<input type="button" value="+ Follow"/>	721823	Search	All My Targets			Booth, S.	7/27/19				Edit
<input type="button" value="+ Follow"/>	721825	Search	Uncontacted_targets	Targets that have not been attempted		Booth, S.	7/27/19				Edit
<input type="button" value="+ Follow"/>	721824	Search	Uncontacted_targets	targets that have not been spoken to		Booth, S.	7/27/19				Edit

3 Items - 1 Page

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TRAIN THE TECH: MINIVAN LOAD

Enter a List Number

If you have printed list, you may enter the number here.

ILLINOIS, VOTEBUILDER

My Voters

Ald 1_7.28

204 Doors · 294 People
July 28, 2019

My List 7/28/19 10:21 AM

395 Doors · 587 People
July 28, 2019

Switch Databases

14:55



TRAIN THE TECH: MINIVAN MAKE

MiniVAN
Not synced yet

Search by street

A

7102 Alden Rd
Harvard, IL 60033



7505 Alden Rd
Harvard, IL 60033



8613 Alden Rd
Harvard, IL 60033



8717 Alden Rd
Harvard, IL 60033



8809 Alden Rd
Harvard, IL 60033



8907 Alden Rd



> A
> B
> C
> D
> E
> F
> G
> H
> I
> J
> K
> L
> M
> N
> O
> P
> Q
> R
> S
> T
> U
> V
> W

TRAIN THE TECH: MINIVAN CONT

[Back](#)

Tierra L Crouse

Canvassed 1/29/16

Script Details Notes History

Hi, I'm your elected representative to the Democratic Party.

Hide Script Text

Hi, I'm your elected representative to the Democratic Party.

Deploy personal story:

1. Demonstrate why you care.
2. Articulate a value.
3. Connect to the party and its mission.

Dem_ID

Do you consider yourself a Democrat, or Democratic voter?



Yes

Volunteer

Would you like to volunteer to help Democrats win elections in McHenry County?

County?

TRAIN THE TECH: MINIVAN MAKE

[Back](#)

Tierra L Crouse

Canvassed - 29 F

Script Details Notes History

Email

VF VANID 15398924

BalReq

BalRet

EarVot

Polling Loc ALDEN TOWNSHIP OFFICES

Polling Address 8515 ALDEN RD

Phones

Home

(951) 265-9257

X

Home

(815) 648-2663

X

Add a phone number

Emails

No email addresses found

Add an email address

TRAIN THE TECH: MINIVAN UPLO < Back

Tierra L Crouse

Canvassed - 29 F

Script Details Notes History

Name Tierra L Crouse

Age 29

Source File Sex F

Voting Address 7102 Alden Rd
Harvard, IL 60033

Voting City Harvard 60033

Early Vote Loc Dunham Township Office

Early Vote Addr 107 Airport Rd

Voting General 0/3

Voting Primary 0/3

18DemSupport 48.17

Email

VF VANID 15398924

BalReq

BalRet

EarlVot

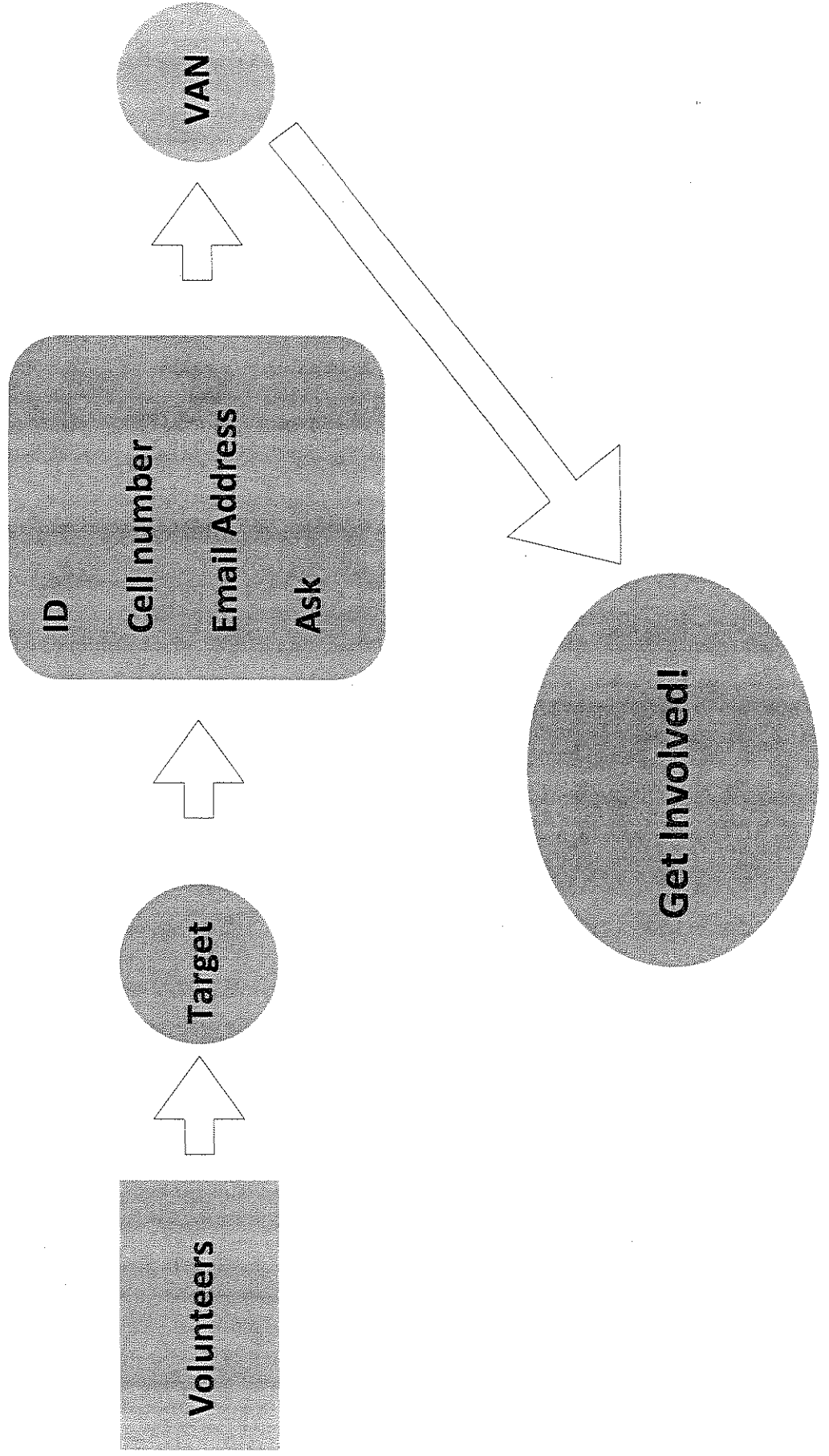
Polling Loc ALDEN TOWNSHIP OFFICES

Polling Address 8515 ALDEN RD

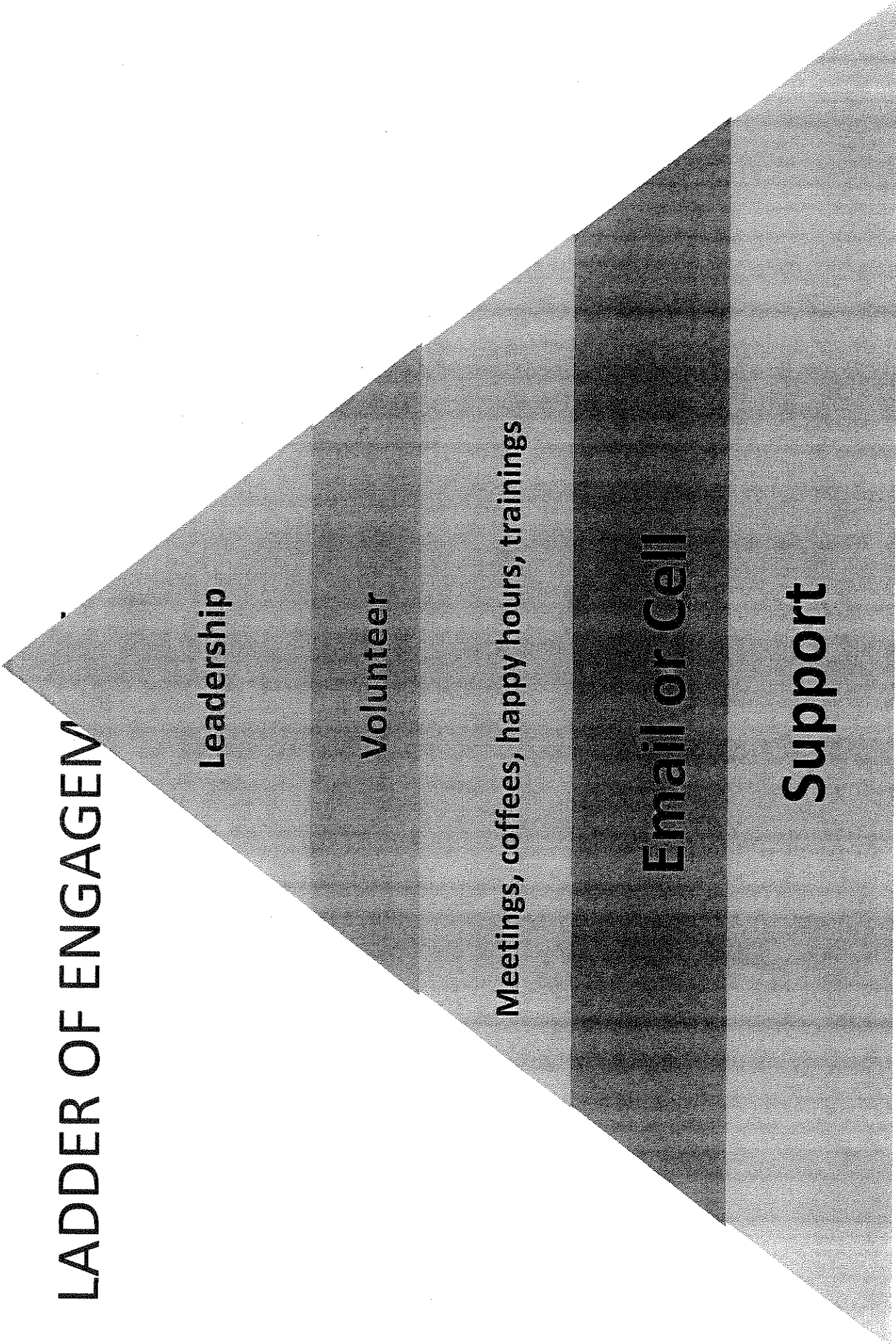
Phones

Home

LIFECYCLE OF A DEM



LADDER OF ENGAGEMENT



CONCLUSION

BOTTOM LINE

- ▶ We have the better data and technology platforms
- ▶ We have the numbers
- ▶ But we have to train the technology
- ▶ And double-down on our precinct-level networks