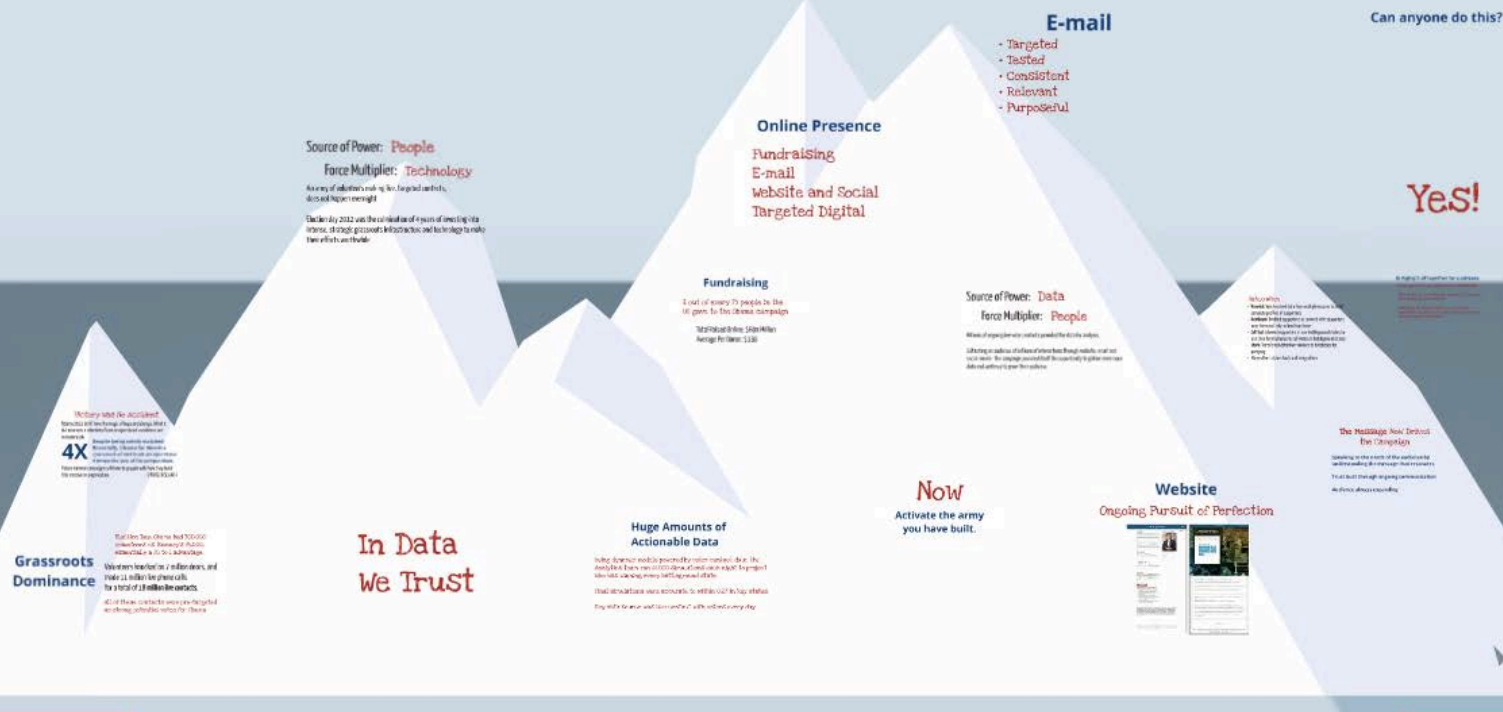


# Grassroots Meets Technology

## Can YOU duplicate Obama 2012?



"The secret of his campaign success today is more particularly revealed in the willingness of tens of millions of us to show up, rather than to stay at home and follow a political leader."





“The core of the campaign was not flashy or even particularly innovative except in the willingness of senior staff to listen to numbers people rather than consultants acting on old-fashioned political intuition.”

# At the Center of It All

1. People
2. Data
3. Message

**What makes this possible?**

Understanding your audience, and knowing how to personalize your product.

## Victory Was No Accident

Obama 2012 didn't have the magic of hope and change. What it did have was a relentless focus on operational excellence and massive scale.

**4X**

**Despite being evenly matched financially, Obama for America conceived of and built an operation 4 times the size of its competition.**

Future national campaigns will have to grapple with how they build this massive an organization.

- EMERGE RESEARCH

The slide features two large, light blue triangles pointing towards each other, one on the left and one on the right, framing the central text.

# Grassroots Dominance

Election Day, Obama had 300,000 volunteers vs. Romney's 34,000, essentially a 10 to 1 advantage.

Volunteers knocked on 7 million doors, and made 11 million live phone calls for a total of **18 million live contacts**.

All of these contacts were pre-targeted as strong potential votes for Obama.

# Key Difference

Early investment into database technology while also establishing offices and hiring staff in the key states, **then linking them for maximal impact.**

Source of Power: **People**

Force Multiplier: **Technology**

An army of volunteers making live, targeted contacts, does not happen overnight.

Election day 2012 was the culmination of 4 years of investing into intense, strategic grassroots infrastructure and technology to make their efforts worthwhile.



In Data

We Trust



# Huge Amounts of Actionable Data

Using dynamic models powered by voter contact data, the Analytics team ran 66,000 simulations each night to project who was winning every battleground state.

Final simulations were accurate to within 0.2% in key states.

Key data source was live contact with voters every day.

The slide features two decorative blue triangles. One is a smaller, light blue triangle in the top-left corner. The other is a larger, semi-transparent light blue triangle that points downwards and is positioned behind the main text.

# Online Presence

Fundraising

E-mail

Website and Social

Targeted Digital

# Fundraising

1 out of every 75 people in the  
US gave to the Obama campaign

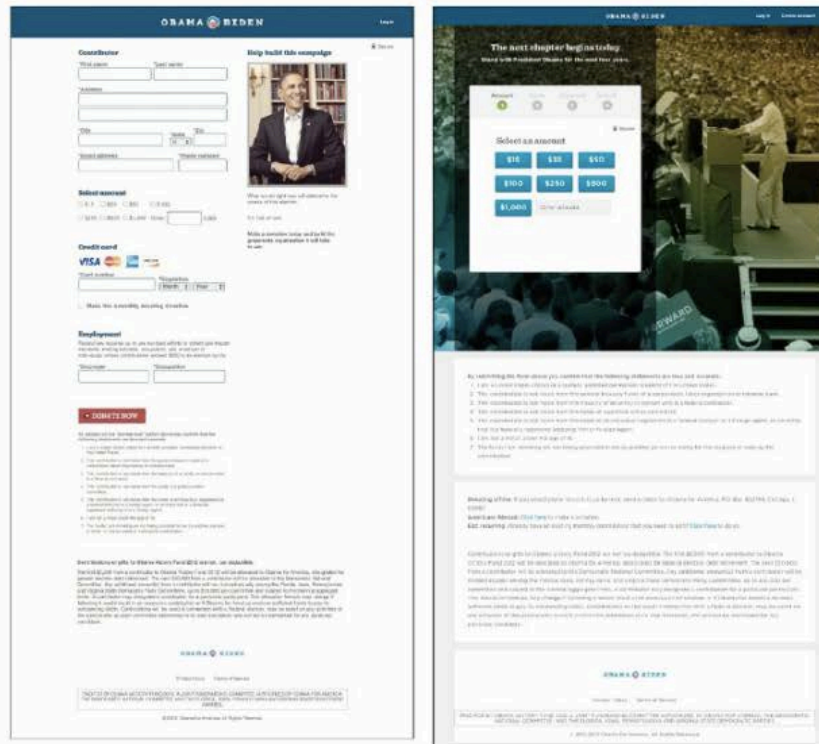
Total Raised Online: \$690 Million  
Average Per Donor: \$156

# E-mail

- Targeted
- Tested
- Consistent
- Relevant
- Purposeful

# Website

## Ongoing Pursuit of Perfection



## Integration

- **Narwhal:** Synchronized data from multiple sources to build complete profiles of supporters
- **Dashboard:** Enabled supporters to connect with supporters near them and take action from home
- **Call Tool:** Allowed supporters in non-battleground states to use their home phones to call voters in battleground states
- **Stork:** Transferred data from vendors to databases for querying
- Many other custom tools and integrations

Source of Power: **Data**

Force Multiplier: **People**

Millions of ongoing live voter contacts provided the data for analysis.

Cultivating an audience of millions of interactions through website, email and social media - the campaign provided itself the opportunity to gather even more data and continue to grow their audience.



## Bringing it all together for a purpose

People are the key to gathering the richest data.

Data is the key to finding the audience by learning their needs and preferences.

Expanding the target audience provides the opportunity to gather more data, raise money and further expand the audience.

# The MeSSage Now Drives the Campaign

**Speaking to the needs of the audience by  
understanding the message that resonates**

**Trust built through ongoing communication**

**Audience always expanding**

Now

**Activate the army  
you have built.**

Then

Do it again...  
and again...  
and again...

# At the Center of It All

1. People
2. Data
3. Message

## **What makes this possible?**

Understanding your audience, and knowing how to personalize your product.

**Can anyone do this?**

Yes!





Let's See How



## We Turn Data Into Votes

Voter Gravity brings together the latest technology in big data and analytics to help campaigns and political organizations of every size.

Demo



# Voters on Map for Efficient Canvassing

The screenshot displays the Voter Gravity web application interface. At the top, the browser shows the URL <https://portal.votergravity.com/admin/map>. The application header includes the logo, the text "Butler County OH", and the user name "Chris Littleton".

Below the header, a status bar indicates "Number of voters: 841 | Number of households: 364". A search bar is located on the left side of the map area.

The main map area shows a residential neighborhood with numerous red square markers representing voters. Street names visible include Old Susan Drive, Tremie Drive, Cindy Drive, Farmwood Drive, Four Luck Drive, North Westwood Drive, Westwood Drive, Rolling Knolls, Larchwood Drive, Westwood Court, Parkwood Court, Parkwood Drive, Parkwood Loop, Parkwood Road, and US 42.

On the left side, a navigation menu is visible with the following items: Dashboard, Walklists (selected), Create, Optimize, Manage, Completed, Phone Bank, SMS, Touchtone Surveys, Voter Data, Contact Data, Strikelists, Reports, and Survey.

On the right side, there are four configuration panels:

- Step 1 - Set / Change Location:** County / Precinct dropdowns set to Butler, West Chester, and WEST CHESTER TW...
- Step 2 - Add Filters:** A list of filter categories including Election History, Party Affiliation, Gravity Score, GOP Primary Score, Registration Date, Age, Gender, Tags, and Exclude Last Contacted.
- Step 3 - Select Export Option:** Radio buttons for "To Walklist", "Walklist XL", and "To File".
- Step 4 - Name and Save:** A text input field containing "File / Walklist Nan" and a "Save" button.

# Use Data to Filter and Target the Right Voters Before Contact

Chrome File Edit View History Bookmarks People Window Help 79% Sun 10:04 AM

Voter Gravity x  
https://portal.votergravity.com/admin/map

Voter Gravity Butler County OH Chris Littleton

Number of voters: 53 | Number of households: 42

The map displays a residential area with several streets labeled: Cedar Drive, Treble Drive, North Windsor Drive, Plunwood Court, Willowood Drive, Falling Woods, and Reading Road. Red square markers are scattered across the map, representing individual voters. A sidebar on the right contains filter options, and a left sidebar shows a navigation menu.

**Step 2 - Add Filters**

- Election History**
  - 2012 PRIMARY R
  - 2014 PRIMARY R
  - voter must have vote the above criteria
- 2014
- PRIMARY
- Republican
- Vote Type
  - exclude (?) Add crit
- Party Affiliation**
- Gravity Score**
  - to
- GOP Primary Score**
- Registration Date**
- Age**

**Navigation Menu:** Dashboard, Lists, Create, Optimize, Manage, Completed, ne Bank, htone Surveys, er Data, tact Data, relists

# Draw Your Targeted Walklists

Chrome File Edit View History Bookmarks People Window Help

79% Sun 10:05 AM

Voter Gravity

Chris

https://portal.votergravity.com/admin/map

Search, Star, Print, Refresh, Menu

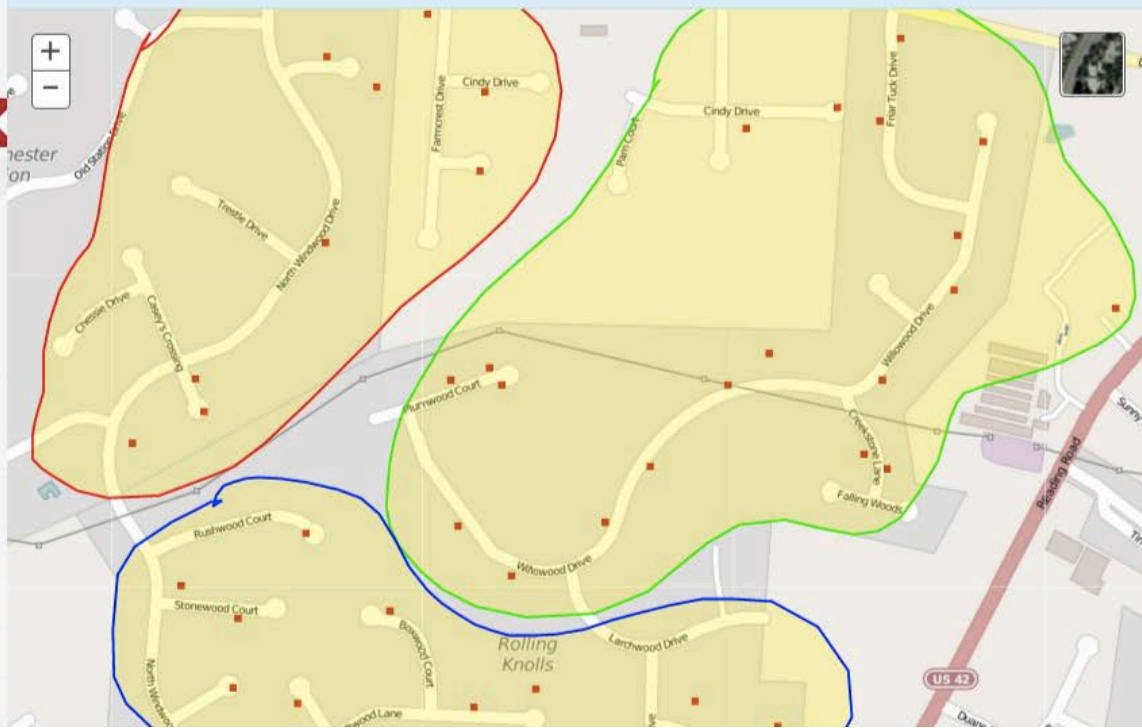
votergravity Butler County OH

Chris Littleton

Number of voters: 53 | Number of households: 42

Search...

- Dashboard
- Walklists**
- + Create
- Optimize
- Manage
- Completed
- Phone Bank
- SMS
- Touchtone Surveys
- Voter Data
- Contact Data
- Strikelists
- Reports
- Survey



Voter must have voted in all of the above criteria

- 2014
- PRIMARY
- Republican
- Vote Type

- Party Affiliation
- Gravity Score
- GOP Primary Score
- Registration Date
- Age
- Gender
- Tags
- Exclude Last Contacted

### Step 3 - Select Export Option

- To Walklist
- To Walklist XL**
- To File

Polygon address limit: 500

You can customize this message on the Survey > Manage screen under Options > Edit

- Survey
- Refused
- Voter Not In Home
- Deceased
- Unreachable Door
- Literature Only
- Not Home

What issues are you most concerned about?

- Issue-Healthcare
- Issue-Economy
- Issue-Education
- Issue-Jobs
- Issue-Spending
- Issue-Second Amendment
- Issue-Taxes
- Issue-Foreign Policy

Next Question

Complete Survey

Access Walklist Survey on Mobile to Gather Data

- 11. 8140 Mill Creek Cir, West Chester >
- 12. 8160 Mill Creek Cir, West Chester >

Add Voter Tag

Notes

- U.S. Representative
- Speaker of the United States Representatives
- Well tanned
- Marlboro Man
- Major stockholder in onion fu

Add/Edit Email, Phone, c

Which candidate for President do you support?

Support Rand Paul

Supports Batman

Supports Carly Fiorina

Marco Rubio

Supports Scott Walker

Complete Survey

Email

Phone ( ) - x

Notes

End Survey

Complete Survey

Gather Any Type of Information - Contact Info Too



11 to 15 years	✕
Children	✕
Home Owner	✕
Issue-Economy	✕
Issue-Spending	✕
Single family dwelling	✕

Add Voter Tag ▼

#### Notes

- U.S. Representative
- Speaker of the United States House of Representatives
- Well tanned
- Marlboro Man
- Major stockholder in onion futures

Add/Edit Email, Phone, or Notes

Use mobile as a "CRM" to search and edit voter information



# Intergrated Phone Calling Within the Database

The screenshot shows a web browser window displaying the Voter Gravity admin interface. The browser's address bar shows the URL: [https://portal.votergravity.com/admin/voters/show\\_phone](https://portal.votergravity.com/admin/voters/show_phone). The page header includes the Voter Gravity logo and "Butler County OH". A left sidebar contains navigation options: Phonebank, SMS, Touchtone Surveys, Voter Data, Contact Data, Strikelists, Reports, Survey, Manage, and Support. The main content area is titled "Phonebank Type" and includes a "Switch Phone Type" section with radio buttons for "Own Phone" (selected), "Dial In", and "Headset". Below this is a voter profile for "LYNN A SNYDER" with details: Gender, Age: 54 years, Gravity Score: 12, and Precinct: 39017-LIBERTY TWP LIBERTY14. A survey question "Do you plan on voting in the next election?" is displayed with three response buttons: "Voting-Yes", "Voting-No", and "Voting-Unsure". The voter's phone number is shown as "PHONE NUMBER: (513) 759-2573". At the bottom, there are four action buttons: "Do Not Call", "End Survey", "Voicemail Script", and "Next Voter".

This is a partial screenshot of the Voter Gravity admin interface, showing the left sidebar navigation menu. The menu items are: Home, Walklists, Phonebank, SMS, Touchtone Surveys, Voter Data, Contact Data, Strikelists, Reports, Survey, Manage, and Support. The top of the page shows the Voter Gravity logo and a search bar labeled "Voter Quick Search".

# Integrated Texting to Target Voters in Database

## Create SMS Campaign

Name

SMS Message   
84 / 140

Add Image

Image size must be smaller than 500KB (0.5MB)  
and must be one of: jpeg, png, jpg or gif

Link

Link will be automatically shortened and added to the  
end of the message.

# Robust CRM on all voters and non-voters

Chrome File Edit View History Bookmarks People Window Help

Voter Gravity x

Voter Gravity, Inc. [US] https://portal.votergravity.com/admin/campaign\_contacts/get\_contact\_details/594

votergravity Butler County OH Chris Littleton

Voter Quick Search

Home

Walklists

Phonebank

SMS

Touchtone Surveys

Voter Data

Contact Data

Strikelists

Reports

Survey

Manage

Support

## Contact Data Contact Profile

Home > Manage Contact Data > Contact Profile

Overview **Notes** Finance Political

### Christopher (Chris) Littleton [Edit Contact](#)

Male  
Employer : Voter Gravity  
Occupation : Software Development

#### Home

1234 Test Address Drive, Alexandria, VA 22301  
support@votergravity.com  
(202)555-5555

#### Work

121 East Main Street, Purcellville, VA 20132  
sales@votergravity.com  
(703)555-1234

#### Other

5678 Vacation Home Way, Beverly Hills, CA 90210  
fake@fakeemail.com  
Cell : (202)555-5555

#### Social

Web site  
Facebook Profile  
Twitter Profile  
LinkedIn Profile

#### Tags [Update](#)

- Bachelor's degree
- Donor-Conservative Political
- Issue-Economy
- Issue-Healthcare
- Single family dwelling


# Intergrate with Web Based Survey Forms

Chrome File Edit View History Bookmarks People Window Help Sun 10:14 AM

SurveyMonkey: Free online x

SurveyMonkey Inc. [US] https://www.surveymonkey.com

Cookies help us deliver our services. By using our services, you agree to our use of cookies. [Learn more.](#)


 Sign In Help


Home How It Works Examples Survey Services Plans & Pricing


## Create Surveys, Get Answers

Pro Sign Up Sign Up FREE

The basics are always free. Upgrade for more powerful features.

 Survey your target market

 Want more power and multiple users?

 Give your results more content **NEW**

# Integrate with Web Based Events and Ticketing

The screenshot shows a Chrome browser window with the Eventbrite 'Create An Event' page. The browser's address bar shows the URL <https://www.eventbrite.com/create>. The page header includes the Eventbrite logo, a search bar, and a 'Browse Events' link. The main heading is 'Create An Event', with three buttons: 'SAVE', 'PREVIEW', and 'MAKE EVENT LIVE'. Below this is a dark navigation bar with 'EDIT' and 'DESIGN' tabs. The 'Event Details' section is highlighted with a blue '1' in a box. It contains the following fields:

- EVENT TITLE \***: A text input field with the placeholder text 'Give it a short distinct name'.
- LOCATION**: A text input field.
- STARTS**: Two date and time input fields.
- ENDS**: Two date and time input fields.
- Timezone & date settings ()**: A link with a globe icon.
- EVENT IMAGE**: A section with a link to 'Learn more about adding great event images.'
- EVENT DESCRIPTION**: A section with a link to 'HTML Editor'.

# Integrate with Email Marketing

Chrome File Edit View History Bookmarks People Window Help

Send Better Email | MailChimp x

mailchimp.com

Chris

Features Pricing Support Blog More

Sign Up Free Log In

## Send Better Email

J+S Stoneware | Editing Help Preview and Test Save and Exit

J+S STONEWARE  
ONLINE STORE

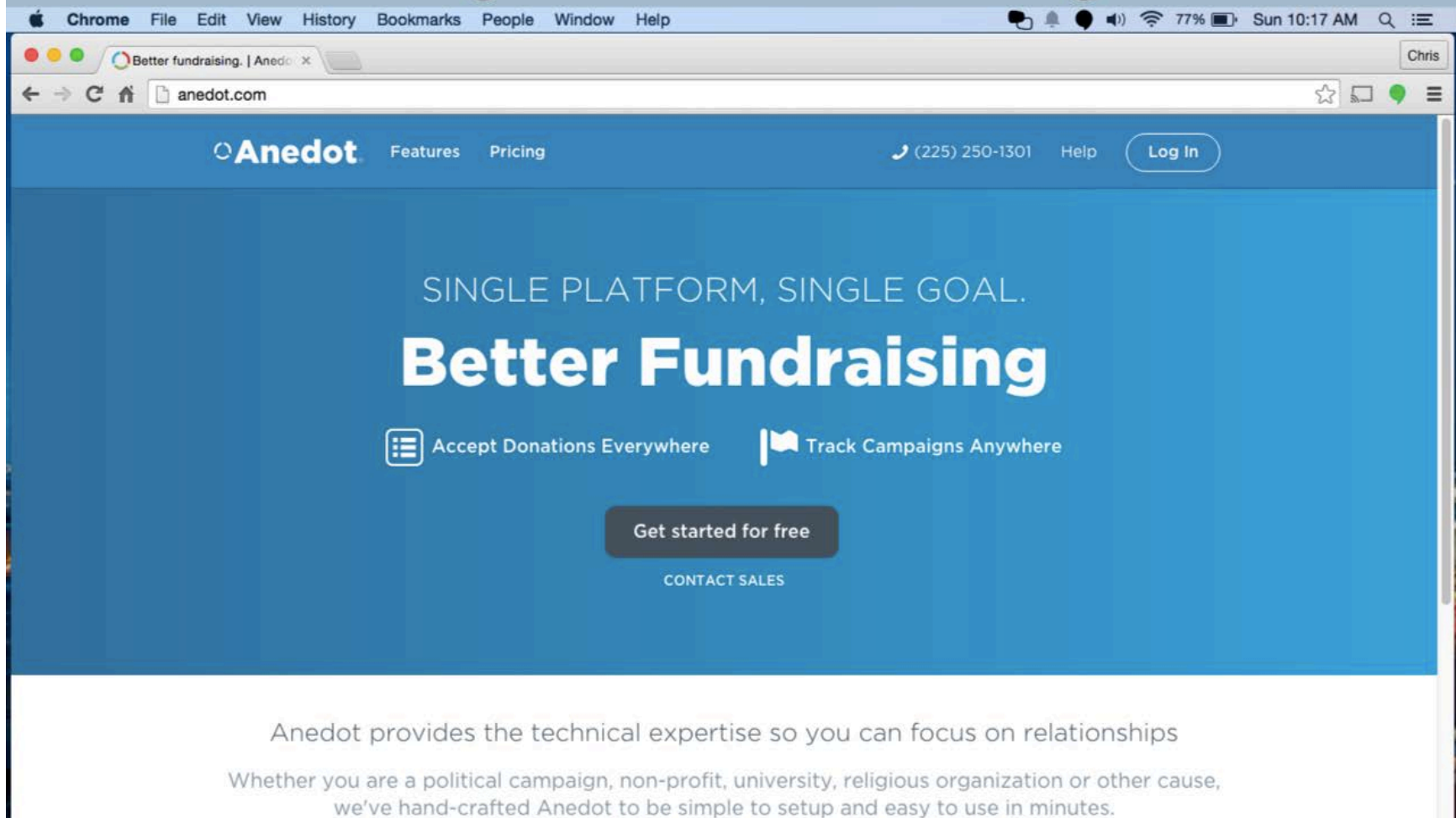
Control Design Contents

Can't Choose?  
Let Them!

Join more than 9 million people who use MailChimp to design and send 600 million emails every day

Sign Up Free

# Intergrate with Online Fundraising



Chrome File Edit View History Bookmarks People Window Help (225) 250-1301 Help Log In

Better fundraising. | Anedot x anedot.com

**Anedot** Features Pricing

SINGLE PLATFORM, SINGLE GOAL.

## Better Fundraising

Accept Donations Everywhere Track Campaigns Anywhere

Get started for free

CONTACT SALES

Anedot provides the technical expertise so you can focus on relationships  
Whether you are a political campaign, non-profit, university, religious organization or other cause,  
we've hand-crafted Anedot to be simple to setup and easy to use in minutes.

# Set Goals and Track Your Progress

Chrome File Edit View History Bookmarks People Window Help Sun 9:58 AM

Dashboard | Voter Gravity x

Voter Gravity, Inc. [US] https://portal.votergravity.com

votergravity Butler County OH Chris Littleton

Search...

Dashboard statistics and more

Home > Dashboard

### Goal Tracking

 <b>6,700</b> Vote Goal EDIT	 <b>8,400</b> Surveys Goal EDIT	 <b>1,500</b> Doors Knocked Goal EDIT	 <b>12,600</b> Phones Called Goal EDIT
 4% Identified Supporters	 7% Completed Surveys	 48% Door Knocks	 1% Phones Called

### Walklist Stats

 <b>248</b> Supporters TAG: SUPPORTS BATMAN	 <b>630</b> Total Surveys Completed
--	---

### Phone Bank Stats

 <b>8,004</b> Facebook Likes FACEBOOK PAGE OF VOTERGRAVITY	 <b>2,432</b> Twitter Followers TWITTER PAGE OF VOTERGRAVITY
---	---

- Dashboard
- Walklists
- Phone Bank
- SMS
- Touchtone Surveys
- Voter Data
- Contact Data
- Strikelists
- Reports
- Survey
- Manage
- Support



# Track and Manage Your Field Teams

Chrome File Edit View History Bookmarks People Window Help Sun 9:58 AM

Dashboard | Voter Gravity x Chris

Voter Gravity, Inc. [US] https://portal.votergravity.com

votergravity Butler County OH Chris Littleton

### Walklist Stats

78% Walklist Survey Completion Rate

30% Walklist Supporter Identification Rate

0 Doors Knocked By Day

0 Walklist Surveys Completed By Day

717 Doors Knocked

560 Walklist Surveys Completed

MANAGE WALKLISTS

### Phone Bank Stats

49% Phone Survey Completion Rate

30% Phone Supporter Identification Rate

0 Phones Called By Day

0 Phone Surveys Completed By Day

144 Phones Called

70 Phone Surveys Completed

MANAGE PHONE BANK

### Top Walklist Volunteers

Volunteer	Canvassed	Surveyed
Chris Littleton	341	321
Gravity Test	107	104
Aaron Gillham	62	41
Jeremy Davis	27	18
Support Team	26	11

### Top Phone Volunteers

Volunteer	Called	Surveyed
Aaron Gillham	247	3
Erik Johnson	151	1
Chris Littleton	121	23
Support Team	55	20
Gravity Test	46	18

# Track and Analyze Your Incoming Data

Chrome File Edit View History Bookmarks People Window Help Sun 9:53 AM 88%

Dashboard | Voter Gravity x

Voter Gravity, Inc. [US] https://portal.votergravity.com

votergravity Butler County OH Chris Littleton

dakota havranek	2	0	Aaron Test	1	0
-----------------	---	---	------------	---	---

### Goal Tracking

Date	Phone Calls	Doors Knocked	Supporters
09/28	140	0	0
10/01	140	0	250
10/13	140	0	250
10/19	0	700	250

### Countdown Clock (Time zone: America/New\_York)

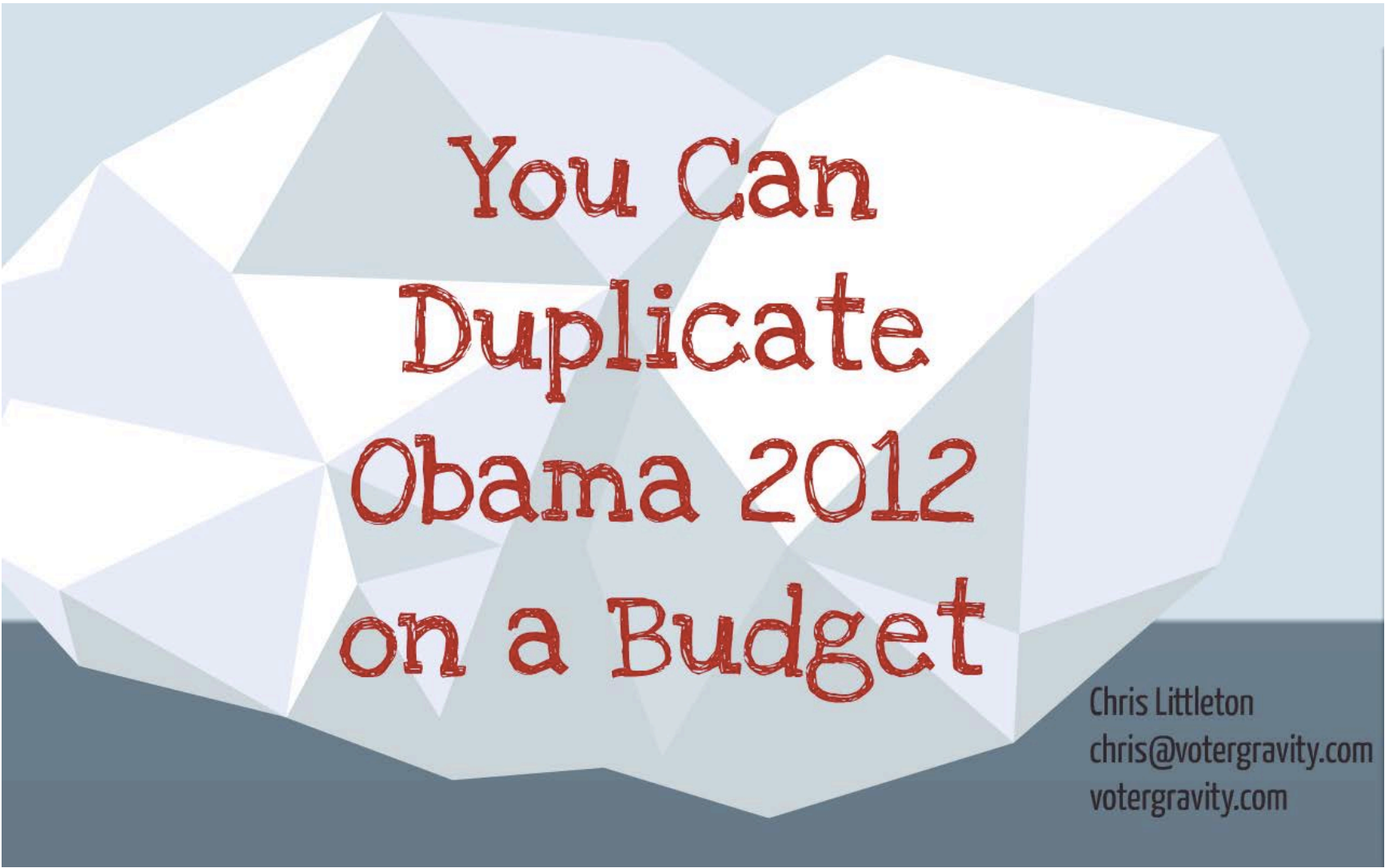
Early Voting Begins | Early Voting Ends | **Polls Close**

9 DAYS 10 HRS 06 MIN 09 SEC

### Survey Snapshot

What issues are you most concerned about?

Issue	Count	Percentage
Issue-Economy	29	17.4%
Issue-Education	32	19.2%
Issue-Foreign Policy	2	1.2%
Issue-Healthcare	42	25.1%
Issue-Jobs	20	12%
Issue-Second Amendment	13	7.8%
Issue-Spending	17	10.2%
Issue-Taxes	12	7.2%



You Can  
Duplicate  
Obama 2012  
on a Budget

Chris Littleton  
chris@votergravity.com  
votergravity.com