USING DATA TO MORE EFFECTIVELY COMMUNICATE WITH VOTERS
Lessons and tips derived from nonpartisan voter contact programs

PENNSYLVANIA**VOICE**

About Pennsylvania Voice

Pennsylvania Voice aims to build an inclusive, just and reflective democracy in Pennsylvania. We are a partnership of 35+ organizations working together to expand power for the New American Majority—single women, youth, and people of color. These are Pennsylvania's fastest growing communities—which already account for half of Pennsylvania's eligible electorate—but are significantly under-represented in local and state elected office.

State Voices network states

- California (San Diego)
- Colorado
- Florida
- Georgia
- Idaho
- Louisiana
- Maine
- Massachusetts
- Michigan
- Minnesota
- Missouri
- Montana
- Nebraska
- Nevada
- New Mexico
- New York
- North Carolina
- Ohio
- Oregon
- Pennsylvania
- Virginia
- Washington
- Wisconsin

What we do

- Fair Representation

- Ballot Access

- Civic Participation

- Strengthen Organizations that Serve Communities

Why we offer partners access to sophisticated data tools

Effective use of data = more sophisticated communications

- Identify prospective volunteers and supporters

- Identify those who may not be registered to vote

- Identify those who may not vote without a reminder

- Cultivate issue supporters/activists

→ Data removes some of the guesswork; you can find exactly who you are trying to reach when you use data tools

Data sets that State Voice tables offer to partners

The Civic Engagement File
A state voter file that in enhanced with phone numbers, recent change of address, and data standardization.

Census data
Offers more ways to filter a Civic Engagement File to predict median household income, ethnicity, home ownership, education level, etc.

Models
Created by statisticians and mathematicians to predict the likelihood that a voter will engage in a behavior/hold an identity. For example there are models for:
- Likelihood to vote in an upcoming election
- Race and ethnicity
- Deadwood—likelihood that a voter is inactive
- Position on a variety of issues,
- Etc.

How data sets get used

Nonpartisan Voter Registration
Identify voting eligible people within an organization and ensure that they are registered to vote. Also search for unregistered persons eligible to vote in targeted geographic areas to guide partner program. Majority of partners collect voter registration cards through paid site based voter registration (i.e. public transit stops, high traffic areas, events), paid and volunteer Door-to-Door Canvass, service provider outreach to clients and members, college campus voter registration drives, mail programs, online voter registration through email and social media, and New Citizen Ceremonies.

Nonpartisan Public Education
Conversations with infrequent voters by peers and other trusted community messengers can be effective at increasing voter turnout. Partner organizations use data tools to identify what counties, what towns, what neighborhoods need the most attention for door-to-door programs. Also, data tools are used to create phone call and mailing lists and more.

Issue Advocacy
Integrated Voting Engagement (IVE) recognizes that increasing the number of New American Majority members who vote or register to vote is important, but that electoral organizing alone is not enough to close a much wider civic engagement gap among women, people of color, and youth voters. All partners attempt to integrate conversations about issues into their voter registration and GOTV work.

Options for accessing the data outside of State Voices

Data and software contracts
Like PA Voice and the State Voices network, you could enter into a contract with a vendor who provide you both data files AND some kind of software that allows you to view, use, and manipulate those data sets.

Vendors for one-time programmatic use
There are vendors who access data sets for specific purposes. For instance you could hire someone to create you a targeted list that you can then send mail to. Or a list that you could do a robo phone call too.

Working with what you have on hand
Without any outside assistance, if you are a county or state election official, you already have access to a data file that you can filter for all kinds of uses.

Examples of how you could use data more effectively to communicate with voters

If you have access to an enhanced data file you can call, mail, or text eligible citizens when....

- When a polling location has changed

- A special election has been called

- There is a need to recruit more poll workers

- You have voter education materials to share

- A polling site is opening late

- A voter registration application is missing information

- Etc.

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Questions/comments?
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