A Conservative/Republican Response to Ballot Harvesting

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Introduction

Action Solutions grew out of many years of volunteer political activism in Oregon. President Jeff Kubler has worked on initiative campaigns, led a county Republican party as Chair and held other various offices. Jeff has attended several National Republican Conventions and is the past 5th Congressional District Republican Chair.

While working on campaigns and running the local party a lot was learned about using automated calling. This led to the expansion into other areas of campaign communications, eventually leading to working on large get out the vote (GOTV) efforts, and an understanding of "ballot harvesting". More can be learned about Action Solutions offerings by going to www.actionsolutions.net. Much information can be found by reading recent emails from Action Solutions that can be found at www.actionsolutions.net/newsletter.

Jeff has also worked with several conservative/Republican Senators at the Oregon State Legislature, had an IT related consulting business which gave him the freedom to dabble in politics, worked with many types of industries, worked with many campaigns (such as Dr. Carson's Presidential Campaign), helped many political interest groups (like The Family Leader in Iowa), and worked with several Oregon Senators in the Oregon State Legislature.

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A Story

From 2000 to 2004, I served as Chairman of the Benton County Republican Party. I then served as the Oregon Republican 5th District Chair from 2004 to 2012. It was during that time I first observed that something was going on regarding the local county and its results during elections. My counterpart as Party Chair, in the Democratic Party, was part of something that was increasing Democrat voter turnout that changed our county. I started studying what was happening and became alarmed as I watched their results, using these new approaches, against our results. I then tried to match this progressive effort and had some success which I will bring up later. The following came from a recent discussion with that counterpart. I refer to him simply as HD.

My Conversation with HD

Sometimes unsung heroes change the world. From the Democrat/liberal/progressive standpoint, I believe an unsung hero for them is HD. I had for many years wanted to talk directly to HD but hesitated because I am a conservative pro-life Christian Republican activist. I didn't think HD would be open to conversation. At one time, while serving as a local Republican County chairman, we had established a county party office in our city. That county party office happened to be right next to HD's business office. HD's business helped start some incredibly unique ways of approaching elections. It worked well in our small county as it was a great petri dish for experimentation. I knew prior to initiating a conversation with HD, pretty much what he had done but wanted to confirm things with him personally. For various parts of my work life in politics I've tried to mimic what HD did. Why? **Because I saw it at work. I saw it work to change my state from a purple state (one that could vote liberal one election and conservative another) into a solid blue state (in spite of the being 35% D, 25% R and 40% Unaffiliated, Oregon is considered dark blue).** I know I had seen HD many times walking from his office as he left but I was always too hesitant and I never felt that we could have a conversation about the techniques he used (after serving as the Democratic Party chair he established a political business that was situated near our Republican Headquarters).

Finally, the other day, I called him. We had an enjoyable conversation talking about what he had done. He was very open to my questions. I'm sure he felt a lot freer to talk now since he's retired. **I started out by telling him that I thought he was the father of blue Oregon.** He didn't fully accept that as he thought that there were other people who worked on the project, but I knew that he was the main instigator of what had been done - the creation of a machine to turn out votes for progressive liberals, and thus change Oregon. HD told me how he had been working since the late 80s and 90s and kept working on the progressive/liberal voter identification and turnout process until he retired in 2009. At one time HD provided the state voter file for the State of Oregon and for 12 other Democratic state parties (if you have seen this database, it has far more information than GOPDATACENTER - GOPDATACENTER is an online database of voters provided by the RNC).

HD told me that it all started when he saw what he thought was a dysfunctional county party that couldn't advance progressive issues. HD encouraged others who thought like him to get

involved to bring the needed change. This allowed him to become county party chair. **As chair, he realized that the most effective way to get people to do something is to appeal to them in person.** Of course, to appeal to people personally you have to start with a list. **That's why one of the critical things he did was to establish an online voter file that could be used to contact people, find out their "hot button" issues, and track that information for future use.** He described how he studied sales and marketing, and the use of scripts - the scripts used by volunteers, and later paid people, to make phone calls to identify voters on their issues. During a non-election period, when doing voter identification work, a very enthusiastic response to a script would get the respondent on a list for making donations to help fund raise (during his years, his county raised and spent more money than any other Oregon County). Others would be recruited to volunteer.

During an election period identified people would be called to ensure they voted. People in cars were ready to go pick up their votes, if they were ready to do so. People on the list would receive calls or a knock on the door until they voted. **Essentially, they would call over and over again, or visit, until people had voted.** They developed plans to reach out to minority groups with phone calls and live visits to their homes. I once encountered this when a Hispanic woman came by our Republican Headquarters. From what I could gather she was being paid to make telephone calls to other Hispanic people. She thought it was our party. Finally, we understood that it was the local Democratic Party who had hired her and we sent her their way (we should have hired her to do that for us).

HD expressed the fact that he had a long-standing opposition to voting by mail. **But later he saw it as a critical part of success as they had much more time to work the list, ensuring everyone on their list had voted. HD was pioneering the early steps of ballot harvesting.** During elections, they would bring in the highest percentage of voters, because they had worked consistently in non-election times to identify their voters.

HD's work in one county, which would have been a purple county, changed that county into a pure blue county, and then was replicated throughout Oregon. The use of the online voter file, the identification of voters using various means (an ongoing process), the tracking of these identified people, and the direct follow-up with personal calls and visits, during an election cycle to ensure that their list turned in their ballots, is what turned Oregon from purple to solid blue.

In an article published in the Oregonian in 2010 called "Trent Lutz shifts over to Head Oregon Democratic Field Operation" it stated that Trent Lutz commanded a plan for Democrat get out the vote. **That plan was the extension of HD's work.** You can read about this at:

https://www.oregonlive.com/mapesonpolitics/2010/08/trent_lutz_shifts_over_to_head.html The plan is described as "The coordinated campaign is a joint effort of the party organization and the individual candidate campaigns (with such close Democratic allies as the labor unions also playing a key role). **As Lutz explains, the name of the game is 'ground and pound.'** In other words, get your troops out on the street and get them knocking on peoples' doors."

The Oregon Democrat Party used this "ground and pound" turnout machine to turn around control of the Oregon Senate and House. In the 90's and early mid-2000's Oregon Republicans controlled the Oregon Senate and House. **Using the "ground and pound" turnout methods that started with HD in our County, Oregon Democrats turned around control of both houses.**

Did National Progressives Take Notice of Oregon?

National progressive/liberals finally realized that their side could more effectively use the lengthened election day period around vote-by-mail to their advantage (generally 2 weeks). **They saw that money given to those who executed the plan for voter identification and voter turnout (now called "ground and pound"), would be more effective than the longstanding, expensive air wave advertising that had historically been used (obviously they still spend money on this but they understand the importance of the ground game).**

Conservatives must learn how to compete in this battle for prompting people to vote. Oregon did try this in the 2010 election with great success. That's right, after growing volunteer efforts using volunteers in call centers and sending people out to help encourage the vote in and around our county (and several others), our State Senator saw what we were doing and got involved. This Senator got some other local House members and Senators to assist and soon the minority leaders of the Caucus were helping to fund the effort. This effort led to one of the high points in recent Oregon history. In quick summary, that effort helped elect six surprising new House members into the legislature. That tied that House at 30 to 30 and led to an era of good feeling as it caused the sharing of leadership in that body. The effort also came close to tying the Senate. Sadly, one race that would have tied the Senate fell about 300 votes short.

After that successful effort, the leadership walked away from supporting the further growth of the effort and nothing more was done. It wasn't successful enough. **Plus, it seems success sometimes has many fathers, and many others raised their hands and said, "those 6 races, that was us!" The result? They didn't fully understand what had been done and in the next election, four of those new house members immediately lost**. Since that subsequent election, the position of conservatives in Oregon has degraded to the point where the only way to stop literally every bad law was for the Republican Senators to flee the state and deny a quorum. This is in a state where 35% of the electorate is registered as Democrat. The passage of a new initiative may have closed the door on that escape mechanism (denying quorum is a very, very difficult thing to ask a legislator to do) and every bad law may now pass. That spread of vote-by-mail and the muting of the "red wave" have made it apparent that what turned the day in 2010 was our "ballot harvesting". Ballot Harvesting appears to have caused the loss of many races as this practice has been spread to many other states along with vote-by-mail because of COVID19. Statements like, "I was ahead by 4 points in surveys, but lost" are well associated with the practice being used by the progressive left to defeat conservatives.

Before we review the successful operation in Oregon during the 2010 Campaign we need to start with a review of some history.

Understanding the history of voting

How does voting historically work?

Historically, elections were held on a single election day, the first Tuesday of November. Voters had to appear at a polling place, prove their identity and/or their right to vote, before a board of elections for each precinct, cast their vote there and ballots were counted by that board. Boards were made up of elections employees and a representative from each of the major parties (these party representatives could challenge the voting rights of someone who might be misrepresenting their right to vote). Counting was done, without machines, at the precinct level and reported forward to the Elections Officer, or Auditor, who was often an elected position. **There was an absolute chain of custody for the ballots as voters deposited them immediately after receiving and casting their ballot.** Almost all voters, except for those who had requested absentee ballots, voted on the same day with the same knowledge level about those they voted for or against. After education and reminders to potential voters, almost all efforts to remind and get voters to vote were done on a singular election day. Any graft or cheating, such as voting in some else's name, was limited by time and space. You had to present yourself physically in front of someone to verify who you are.   Efforts to get out the vote were compressed to a single day with volunteers monitoring those who had voted and seeking to follow up with phone calls or personal visits on election day.

Oregon was the first state to enact Vote-by-mail.

Beginning in 1981 and implemented in a Federal Election in 1995, Oregon pioneered vote-by-mail. History found here: https://en.wikipedia.org/wiki/Vote-by-mail_in_Oregon.

Sadly, little was done to stop vote-by-mail when it was implemented. Now, it appears that Oregon's vote-by-mail has become one of the most consequential innovations in voting. **Few could argue that, without Oregon's vote-by-mail, Joe Biden would not be President and Donald Trump would be serving his second term in office.**

How does voting work in vote-by-mail?

Vote-by-Mail sends out ballots to voters on the voting rolls several weeks prior to the election. US mail is used to deliver ballots. Voters get their ballots and can fill them out and deliver them back via the US Mail at any time prior to the deadline or can return them by going to a drop box. The deadline might have been at 8PM on election night but has also been postmarked no later than 8PM on Election evening. Voting can take place anytime in the 2-week period of the election. There are even some states with laws allowing ballots to appear after the deadline has passed or to check with the voter when a ballots signature didn't check out initially.

What started in Oregon? Vote by mail and ballot harvesting. What advantages exist for those willing to work the Get out the vote (GOTV) effort more effectively? **Many, as Progressive liberals have a built-in workforce: the unions.** Unions for Public Employees have a vested interest in electing progressive liberals to office as they are more likely to vote for more money

for government programs. Plus, the conscripted (I use this word because union members are often automatically enrolled with their monthly dues taken with little choice to opt out) money that comes from union membership provides the progressive liberals a consistent and known income to use in 48-month continual campaigns. **This means they can continually work on the process of identifying voters, creating lists and learning how to get these lists to vote. Progressives are using paid "volunteers" to accomplish so much more work.**

The Value of Lists

What drives the progressive left's success program is Lists. The progressives work on building them all the time. The progressive's on-line data shows hot buttons that have been discovered and these are used to drive voters to the polls, or likely in the current age, they return their mail in ballot and on what date. Given the left ultimate information on how and when to push them to vote.

Conservatives treat their lists very differently than progressives. Progressives have a view of lists as if they were a continent since they are all pulling in the same direction, they use lists to help each other maintain and augment their lists over time. Conservatives are an island. We are VERY protective of the island of data. Once a list is used, it is rarely shared and used to build anything. **Often conservative lists are simply lost once an election is concluded. I have even heard that some locally entered data placed in GOPDATACENTER, that might have been updated with various tags or information has been overwritten by national GOPDATACENTER managers.**

Discussing lists further, we found a story about a discussion that took place within the Oregon Democrat Party. In 2019, they held a discussion about including unaffiliated voters (NAV) in their primary. In states where there is registration by party, and parties have their own nominees contend in a primary, to then run in the General Election for the position, they can either have just their party members vote in the primary or they can open them to non-party members. I found the story here (Oregon Democrats keep primary closed to non-affiliated voters | News | portlandtribune.com) In a quote from the article it says. "Documents distributed at the meeting said about a third of NAVs, or 319,200, identify as conservative."   How do they know that? The liberals here in Oregon play a different game. I have called their approach "direct voter contact". They know who their voters are. They have a multi-pronged approach to find out what Oregon voters feel on issues. That is why they know the political identities of 319,000 unaffiliated voters. This game was played in Georgia, where this writer heard that people were being paid $3,000 a day to work door-to-door contact in Georgia. The reality is this, we can play the same game. The same thing was done back in 2010 here in Oregon, identifying 50,000 unaffiliated voters and then getting them to vote for conservative candidates. Guess what? We won! Remember in that year the House was tied at 30-30 and the Senate was almost tied at 15-15 (just shy of 300 votes would have tied it) It is all entirely doable again. So, it is this different approach, this machine building that has made Oregon look "blue". The conservative side must go back to building our own machine.

What is a "Bad Candidate" Excuse

Bad candidates are ones that, after losing, are declared as "bad" because they lost. It is a term almost exclusively used for failed Republican candidates. Bad candidates appear in Republican reviews of lost candidates because Republicans are so far behind in competing to turnout voters. A bad candidate may be defined as "too close to Trump", "too far from Trump", "too conservative", "too pro-life", "not pro-life enough", or any number of post-election descriptions. The Bad Candidate Excuse exists because we refuse to compete in ballot harvesting. The Fetterman candidacy and election is the best example of a "bad" candidate who wins while running as a democrat with their turnout machine to win.

What is a "Bad Campaign?"

This is a campaign consisting of only "Spray and Pray" marketing outreach and does not have a component of "ballot harvesting". This brings to mind the question of "What Happened in the 2022 Election?" How could there be a year with so many "bad candidates" and so many "bad campaigns?" Part of this results from conservatives' wrong approaches to campaigning.

Imagine this: if the "Red Wave" really happened in 2022 (or better in 2024)? Everyone expected a "red wave" in 2022 but it didn't happen. Why? Even in a recent Charlie Kirk post-election analysis we heard this discussion and it came with several explanations discussing micro targeting and even mentioning "spray and pray" marketing found at this link (https://rumble.com/v1soa36-election-night-with-charlie-kirk-posobiecrich-baris-benny-johnson-tyler-bow.html) and at hour: minute marks where: 4:52, 6:49, 7:39. What I believe it comes down to is a difference in approach between conservatives and liberals. That difference led to the polls telling us about the "red wave" (which probably made us relax our approach) and the little dribble of actual results found in just barely turning the House red and retiring Nancy Pelosi. That difference can be found in "Spray and Pray" marketing vs "Direct Voter Contact"?

One of the critical steps that is a part of "Direct Voter Contact" campaigning is "Voter Identification" or "Hot buttoning" on issues. Keep reading if any of the following apply to you:

-You are a candidate

-You want your candidate to win.

-You want your bill or ballot measure to pass.

-You know people are out there who agree with you, but you do not know who they are.

-You are a special interest group looking to grow membership and influence

-You are a special interest group looking to preserve rights and stop bad legislation

-You are in a state without registration by party or you have a lot of unaffiliated voters.

Voter Identification allows you to move from "Spray and Pray" Marketing that simply has a broad hoped-for outreach, to "Direct Voter Contact". This allows you to know who you are communicating with and how to get them a message that fits who they are and more clearly provides motivation to that voter to ensure they do vote! **Everyone saw the competitive advantage this brought the liberals in 2022, allowing them to use abortion-on-demand to drive out more of their identified voters!**

Voter Identification is a powerful tool that is available to find voters who support your campaign or ballot measure. Voter Identification should be started as soon as an election has concluded and continue throughout the year. There are 6 things that a Voter Identification project can help you with in this critical election year. They are Independent Voters, List Development, Re-registration and Registration of Voters, low motivated Republican Voters, Get Out the Vote, and Targeted Messaging.

Low Motivated Republican Voters

A good Voter ID program can help you find low motivated Republican voters who might not vote and get them to vote. Most voter databases contain information about the voter history. With Voter ID you can focus on the low motivated voter with a "hot button" issue to help encourage them to vote. Then design a script for an automated call directed to that voter, a script for a live call, a text, and so forth.

GOTV, influencing legislation

Ultimately, any effort that goes into a campaign or organization should be working towards getting out the vote (GOTV) or influencing legislation. Those are the core goals. If you cannot get out the vote or influence legislation, you are wasting your time and money. Voter ID surveys can help you build a solid foundation on which to base all other efforts. It can provide you with an advantage in that you can use targeted messaging.

Issues related to encouraging a "Yes" for a bill or trying to stop a bill from passing and getting a "No" vote can turn into opportunities for exercising the list you have and getting it to take action. Remember when Rahm Emanuel said, "Never let a serious crisis go to waste"? We conservatives let them pass every day because we don't bother to agitate our list and get it to take action. Why not use these "crises" to our advantage? When bad legislation is moving along, we should use that legislation to build our list. Using patch-through calls where you record a message and offer people the chance to press 1 and be transferred to an office, we could identify more people who agree with us based on their taking an action. A patch-through call would become a Voter ID survey. One recent example of how opportunity was missed comes to mind. Oregon has a movement going to try and separate rural counties away from Oregon and get them to join the more conservative state of Idaho. A commercial was run asking people to call the Oregon Senate President and ask them to schedule a committee hearing for a bill. However, no response mechanism was offered in the commercial. If a phone number was supplied, it could have been an 800 number setup to relay the caller through to the Senate President. Properly set up, that number could have collected the phone number of that

supporter placing their call. That number could have been matched back to the person for encouragement to join in further efforts on behalf of the bill.

It also seems that any lobby group or special interest group, concerned about passing or stopping legislation, should have a tool available to stir up grass roots response to bills. I met a representative from Stones Phones a couple years ago. Turns out this company works for many progressive groups helping them stir up responses to legislation they either like or hate. The owner told me that he wasn't happy when Donald Trump won election. That was hard on him emotionally to see his candidate lose. But it was very rewarding for him, financially as the groups he works for used his services a lot to inform their lists, via robo calls, to get active. I discovered in that conversation was this- **Stones Phones does this a lot for its liberal clients**. **A LOT!** [Action Solutions](#) **offers this and has been evangelizing its more conservative clientele about the use of this effective tool. You can read more on this story by going to this** [link](#)**.**

Targeted Messaging

A voter ID survey can save your campaign or organization significant time and resources by allowing you to focus your efforts and messaging on a population on which it is likely to have an impact. Reaching out to households or individuals that are diametrically opposed to your views can be valuable, but in the homestretch of a campaign, there may be more effective uses of your resources, and a voter ID survey could allow you to ensure that you get the most bang for your buck. Automated calls are a very effective way of delivering that targeted message. Adding texting and emailing and even live phone or door-to-door surveying and add more results.

What is Ballot Harvesting?

Ballot Harvesting is simply helping people vote by reminding them to vote, providing helpful information if they need it and picking up ballots to return if they are willing.   **Upon mentioning the idea of a manual for Ballot Harvesting, one consultant gave strong caution to find out what is legal and ensure you are following the law.** My observation is that most states have little in place to constrain us from reaching out to help remind others to vote. But please check everything you read in this document against what you state allows!

Ballot Harvesting has the connotation that you are doing something illegal. I have heard that it includes suggestions that people go to elder care facilities and get residents to sign their ballot and walk out to then add the votes to the ballot. I have heard suggestions that it includes going to Union halls and collecting the same signed ballots and adding votes to the ballots later. Every voter should feel a deep personal desire to follow politics, understand what is going on and vote for their personal values, but sadly, many do not. Many conservative Republicans find it offensive to take up the thought of needing to do more then make a reminder call to voters (which is always done by volunteers and so often, doesn't get done), but we must take to the streets in an effort to get all the potential votes returned we can, and there need not be any thought to cheating in any way. In my state, the progressives simply have such a much more

efficient way of identifying and getting their vote out, that there simply is no need to "cheat". The thought that cheating might occur, really causes our conservative vote to be depressed as many think, "why bother, they'll just cheat us out of victory, so why vote?" This self-defeating thought process must be corrected if we are to compete for control. Many wonder how we can get back to elections that are more secure and consistent. More in line with our history of having elections we could all be confident were a true reflection of what voters wanted. This cannot take place until we compete according to the existing rules and win. Then we can enact laws that move us back to the secure results we used to get.

Another Reason we must compete – Have you Ever Looked at a List of Those Who Didn't Vote?

Did you know that you can see who voted in an election? You can't see who anybody actually voted for, just that they did vote. That means you can also see who did not vote. Looking at that list of who did not vote is very interesting.

After one recent election I took a look at the list of who did not vote. Funny thing was that there were a lot of people I knew on the list. There were a lot of people who knew how important it was to vote, but they did not vote. **Using the list, I reached out to some people I recognized.** I called them on the phone and asked, "Friend, did you know that you did not vote in the last election?" Guess what kind of responses I got to that question of "why they did not vote?"

Things like "oh, I gave my ballot to my son, and he must've forgotten to drop it off." Or "You are right, I had both our ballots in my coat pocket and forgot to drop them in a ballot collection box." **Others said "I didn't understand all the initiatives on the ballot, so I didn't complete my ballot and get it in."** I had to explain to them that if you don't understand something you just vote the ballot with what you know and get it in and on and on like that, there were various excuses for why their ballot didn't get returned. Sometimes these were even for good voters who normally voted but for some reason they just didn't complete the whole activity of actually getting their ballot in. Sometimes they were surprised as they thought they had voted. Perhaps they sat down, voted, signed it and sealed it and simply forgot to get the ballot in. This is the kind of thing that happens in vote by mail states. **The action of going to the polling place, standing in line, and voting is harder to forget**. This is a sure way of knowing you voted. Something of the sacredness of voting is lost with vote-by-mail. People forget, and neglect to complete the effort. This is why the progressive/liberals emphasize creating a list of those they believe should vote and getting them to vote. This again underscores the need for conservatives to have far more effective approaches to identifying their votes, maintaining that list, and helping people get their ballots in. This is something that conservatives neglect to do.

I had a recent conversation with a candidate about a past, losing campaign, where he noted that, "In the 2021 election, there was a general agreement with our campaign manager about harvesting that ended up being weak in its execution; not one ballot was collected. We don't want to make that mistake again."

What has been done that worked!

Back to the year 2010, when Oregon competed against the "ground and pound" machine. After several years of development in experimenting with identifying a list and getting that list out to vote, our efforts were seen as a success as these efforts helped elect people. One of the first examples was in the case of Frank Morse. Morse decided to run late in an election process against a well-known and well-funded local candidate. This candidate had announced that she was so sure to win that she had scared all potential contenders away from running and would raise money to help other candidates win, since she wouldn't need it for her race. Morse did have considerable economic resources to put into the campaign, but much of what helped him were our local parties' efforts in the early use of "ballot harvesting". Morse recognized this and spent the last days of the campaign going door-to-door with our teams. Then in 2010, the two Oregon Caucuses (Senate and House) were convinced to invest in an effort. The Caucuses helped fund an expansion of what we had been doing with locally raised money and volunteers. Our company, Action Solutions, designed and implemented various steps of Get out the vote. It was called the Oregon 2010 Voter Identification Project. Here is what was done.

The Project was called the Oregon 2010 Voter Identification Project

The Oregon 2010 Voter ID Project was an extensive survey of non-affiliated voters using automated and live polling. The survey project also worked to find un-registered voters. The surveys were delivered first with automated robo calls as this is the least expensive way to deliver them. Secondly, by live paid callers.

The first critical step of purchasing higher quality data was taken as GOPDATACENTER data (it was called VoterVault in those days) was found to be wanting in the quality of the phones found in that source. Higher quality data enhances all the outcomes.

Starting in early July, Action Solutions engaged in an aggressive Voter Identification campaign, targeting 13 Oregon Senate districts. Using the latest and best commercial voter file data, 36% of statewide voter households were repeatedly surveyed by telephone, accumulating over 53,000 voter ID surveys. The program focused primarily on Non-Affiliated Voter (NAV) low voter turnout Republican voters and some targeted Democratic households.

Surveys were designed to try and identify voters on issues that might connect with the candidates and to identify "hot button" issues that might identify the voter and allow us to rate their degree of conservatism.

Survey questions differed from classic surveys used in scientific surveying. Survey questions dealt with Obama's job performance, taxes and spending, illegal immigration, crime and punishment, education, and several other issues.

After surveys were collected, they were scored on their level of conservatism. We found about 50,000 conservative, Unaffiliated voters which, until the surveys, would have been complete enigmas to any candidate, but now something was known about their "hot button" issues.

During the successful 2010 efforts, one million automated calls were made. The calls consisted of automated survey calls, endorsement calls to identified voters and general Republican voters and candidate requests for the vote, in an attempt to drive more voters out to vote. Automated calls were used, as the average age of the voter is 54. Even now, while only 1/2 of the homes have landline phones, 89% of these are in households of age 45 and above.

Realizing that automated calls would not accomplish all that was needed, a live call center was also set up with 55 seats for paid callers. Live paid callers give more assurance of getting 30 to 50 attempts per hour (progressives use paid callers) rather than volunteers. The core of any successful attempt to match the progressive's output must be paid callers. These live call center seats were staffed with trained callers ensuring more consistent messaging. 375,000 live calls were made for the project. The project had the ability to produce 27,500 phone calls per day, far outpacing anything a volunteer effort could offer.

The calls mentioned the House and Senate members in the district and linked the House and Senate members to that issue. An example such as, "<Candidate> will focus on getting Oregon's economy back on track, controlling state spending, and will oppose higher taxes. His opponent, <opponent> voted to pass $1.6 billion in new tax and fee increases. <Opponent> supported billions in new, runaway state spending and debt. During these tough times, we need better leadership to bring jobs and the economy back in Oregon."

Survey Top Line Results

From the combined survey results (automated and live) we found the following information: tables are based on 53,000+ completed voted ID surveys.

% NAVs with Conservative Views	Strong Conservative Position	Somewhat Conservative Position	Total
Obama Job Performance	38.1%	13.7%	51.8%
Arizona Law	53.5%	13.7%	67.2%
Early Release	56.8%	21.5%	78.3%
Tax Increases	56.1%	18.3%	74.4%

Spending Increases	50.2%	21.0%	71.2%
Education Funding	8.8%	45.2%	53.9%

Using the lists of low voter turnout Republicans and conservative Unaffiliated voters, six surprising seats for house members were elected. This tied the House at 30 to 30. The Senate gained several seats but fell 300 short in one Senate District from tying that body as well.

Some paid walkers were sent into the field with literature to be delivered and the possibility of collecting ballots to help ensure people voted. Walking lists were used in the 2010 effort, but now handheld devices and even applications on cell phones can be used.

In the next election, nothing was done to grow this project, and sadly it was abandoned. In an election there are many people who claim they had the magic that caused the victory. Four of these 6 elected Republicans lost in the 2012 election. In retrospect, we now know more and more about what has been happening in our country as the use of vote-by-mail has expanded greatly. It has become abundantly clear that the cause of those 6 surprising victories, was in fact the 2010 project. The hope was for more victories. Sadly, the cost was evidently seen as too high, and the organized consulting class argued that it wasn't something that had the impact we now see as the true reality. What would have happened had this project focused on the entire state? The Republican candidate for Governor campaign called wanting some calls for their campaign. A proposal was sent and reviewed, but never engaged to deliver. We are certain that the conversation with the consultants, who get no 20% kickback from calls, like they do by placing TV commercials or sending printed materials, was interesting, but they were against the calls. Oregon would be a totally different state had that Republican candidate won.

Issues Identified

Issue: GOPdatacenter lacks accuracy.

Current State: The phones found in GOPDatacenter have a level of value, but it is not sufficient and phoners spend a lot of time with disconnects and reaching the wrong people. Some users may only be aware of using this data under the name of Campaign Sidekick. The data is the same under both names, just a different application to view it. This inaccuracy discourages callers and undermines the effort. Phones need to be easily distinguished as either landlines or cellphones.

Desired state: Phones are one easy way to communicate with voters. Landlines can be used for live calls and robo calls. Cell phones can be used for live calls and texting. Knowing the difference is very important. Having higher connection rates with the right people is important

for all of these uses. For the Oregon 2010 Project, higher quality commercial data was purchased. Roughly 1/3 of the state of Oregon was purchased. This covered about 13 Oregon Senate Seats. The purchase of higher quality data greatly enhanced the results of the project. When GOPDatacenter data was used, live callers immediately complained about the lower quality phones.

Steps to fix: All campaigns should plan to purchase higher quality data. Readers of this document should advocate with the State Party Chair, and National Committee People to purchase better data.

Issue: the state party and local counties do not control the data in Gopdatacenter/Campaign Sidekick data.

Current state: In a recent conversation, a leader in a local party related that he has used GOPdatacenter extensively, even using the tags to mark information about voters he had discovered, only to find that his data was overwritten by the national RNC organization.

Desired state: **states and counties should be able to update information to the records in GOPDatacenter without fear of loss and new data is refreshed.**

Steps to fix: Have the State Party Chair speak to the RNC Chair.

Issue: Data must be distributed and continually available.

Current State: Data is available around campaigns, but not continually available. In the 2010 project a developer was commissioned to write a software program to distribute the data to callers in a call center, providing name and contact information, and collecting response data from the callers as they collect responses.

Desired State: Data must be available via a well-crafted and flexible application that is available 365 days a year with local use available and protected from being overwritten.

Steps to fix: Ensure that available software such as Campaign Sidekick is available to continual use, that data entered from local efforts is preserved and see if there are means for local users to make input on changes. If locally added Campaign Sidekick cannot be preserved, another application might be better to replace it or write something locally.

Issue: **The Unaffiliated voter is an enigma to parties and campaigns.** In states where you can register by party, this is a growing problem and fewer and fewer people want to register by party. Some states have voter registration without any party, and there may not even be a party primary. This makes it harder and harder to get out your vote.

Current State: Conservative/Republicans have very little knowledge about any Unaffiliated voters. Surveys performed by Action Solutions show that at least 6 out of 10 of these voters, if not more, are conservative. Yet, we believe that progressive/liberal/Democrats have undertaken a project to identify "hot button" issues among the Unaffiliated voters. One reason

we believe this to be true is that in the state of Oregon, progressive/liberal/Democrats considered opening their primary to unaffiliated voters. They decided against this after realizing, somehow, that there were at least 319,200 conservatives in the 1 million Unaffiliated group. Their fear was that some conservative group might undertake a project, as they evidently have, to identify that group and get them to vote in a primary, for a more conservative Democrat, and they would not be happy with their party nominee. Conservative/Republicans are not working on any project like this.

Desired State: To have as complete a list of motivation "hot buttons" about voters in the unaffiliated and low voter turnout Republicans as possible. Voters are ranked by propensity, according to their voter history, in the last four elections. The best voter votes in all four elections and is a 4 of 4 voter. The worst is a 0 of 4 voter. There are Republicans with 0,1 and 2 ratings. There are many Unaffiliated voters with 0, 1, 2 ratings because campaigns know nothing that can be used to motivate the vote. In states without registration by party, the problem is even greater and the need is higher.

Steps to fix: Some group should undertake a project to identify, as was done in the 2010 project, conservatives among the unaffiliated group. Such a list would greatly help election efforts in tight races or even in races where gerrymandering has made a possible win for a conservative/Republican even possible. In the 2010 project, a little over 50,000 conservative unaffiliated voters were identified and then put back into a get out the vote effort, asking them to vote for a conservative/Republican candidate based upon some shared value. The desired state would be to have a list of conservative unaffiliated voters as the progressive/liberal/Democrats seem to.

Issue: Donors want to give directly to candidates and their campaign.

Current state: Donors will donate directly to candidates. These donations often come late in the campaign and go into mass media efforts. An assumption is made that there will be get out the vote efforts that will bring the votes needed. Unfortunately, these efforts are not funded. Without payment to workers to make the calls to identify voters, make the calls and door knocks to follow these up, too many potential votes are left on the table.

Desired state: As many voters as possible, whether registered with the party or not, are identified with some "hot button" issue that can be used to encourage and motivate them to vote for our candidates. When an election comes, those identified voters must get reminders in every way possible to return their ballots right down to the option to have their ballots picked up, where legal and appropriate. No votes can be left on the table for those who would support our candidates.

Steps to fix: Set up a continual paid effort using precinct committee people (sometimes called precinct committee officer or other names) to ensure the work is done. Hire others as needed to ensure the effort is as complete as possible.

Issue: conservatives want to be left alone. Liberals are more open to being bothered as evidenced by the fact that unions email and connect with their union members often.

Current Status: Many conservative groups are VERY, VERY careful about how they use their lists. Particularly, email lists. When collecting contact information, they often promise not to use the information very often, and not to share it. I am familiar with several groups that, having completed the project they were conducting, simply abandoned any further use of the list. At other times, we are so sensitive to people wanting off their lists, that they are too "gun shy" to even use the list.

Desired Status: If conservative/Republicans want to preserve their freedoms we must communicate. Therefore, we should be more excited about those who open, read and respond to our outreach, than to those who want to be off the list.

Steps to fix: We need to be bolder about our communication. We do need to be careful to only communicate the most essential things, but we should remember what is at stake! Our freedoms. Can we help out our readership by providing training to help them manage the many emails they do get? Can we find the best way that would be acceptable for each individual to receive our important communications?

Issue: conservatives want to hold on to their ballot until Election Day

Current Status: Many conservative pundits are telling people to hold on to their ballot until Election Day, positing that this protects the ballot from tampering and gives the progressive/liberal/Democrats less time to anticipate the outcome and fill in ballots to cheat to a win in the election. It also means that people holding the ballot remain on the list and additional work must be done for those who will likely vote. Sadly, people forget to get their ballot in properly and we leave ballots on the table. In the case of Arizona, almost 50% of the voting machines in one important county were not functional on Election Day, causing long lines and forcing many to wait a long time. Many abandoned the effort and votes were definitely lost and several important races went to progressives instead of a conservative.

Desired Status: We need to have EVERY ballot get into the Elections Office and then work to ensure things are done fairly there. Ideally, voters would vote immediately and return their ballots to be removed from the list of those needing encouragement and follow-up.

Steps to fix: Messaging needs to be given to voters to counteract the message to wait. Local parties should message their important voters against this.   Every entity right down to the precinct worker should be involved in encouraging early voting.

Issue: Currently, the priority of spending money by consultants is on major media like TV and radio, printed material like mailers, not on Ballot Harvesting.

Current Status: because consultants often get "kick-back" payments from those they place the orders with of sometimes 20% of their order, human nature means they are more likely to spend money doing those "kick-back" related things and not spend money on Ballot Harvesting. In fact, most campaigns will rely on unfunded/volunteer-only get out the vote efforts to provide the reminders, encouragements and direct pickup of ballots (where allowed) that are needed to ensure all voters vote. And sadly, campaigns are rarely ever about amassing a list of voters that they hope will vote, so there isn't even much of a target for Ballot Harvesting.

Desired Status: Campaign consultants should spend money, not on things to come to their benefit, but on things that benefit and bring a win to the candidate. Campaigns should be focused on creating lists of their voters and getting them out to vote.

Steps to fix: Encourage candidates to ask consultants how they earn money and write contracts that do not allow for "kick-back" payments to ensure that everything they do helps the candidate. They should also ask about what and how they are going to create a list of supporters and get that list out to vote!

Conclusion - What can be done?

Landlines and cell phones. In the 2010 effort, landline and cell phones were used extensively. Now, there are fewer landlines, but these can still be used effectively as 50% of households still have them. In fact, of that 50%, 89% are held by people 45 and older. The average age of the voter is 54, therefore you are hitting those who vote. Cell phones can be called with live callers while landlines can be called with automated calls. However, live callers are still the best, and the effectiveness and control of the message and questions used requires paid callers in a call center. The management of volunteers just cannot meet the needed output when compared to the output of the progressive's effort. Sometimes you have really good volunteers, but you just cannot match the performance of paid callers (and walkers) which is another reason conservatives fall behind the progressive liberals. The author's own observations over many years has been that while volunteer calling is a high ideal, it does not work.

Texting to cell phones can be used to send out invites to the survey. These are useless if you can't tie them back to the voter. Action Solutions has a way of doing this.

Emailing invitations to join and survey can be used to collect responses, however, some are reluctant to supply their contact information. Social media can be used also, but tying the response back to the participant must be part of the survey.

New technologies may allow for ringless message drops to cell phones and other things are popping up all the time.

The First step is Data

Data and lists are everything to the "Ballot Harvester". Action Solutions advocates for an early investment in higher quality data. Campaigns that lack money can use GOPDATACENTER data

but should have a goal of upgrading their data. There are holes in the data, such as a lack of emails that purchasing higher quality data can fill. Also, the quality of the GOPDATACENTER is not high, therefore, you waste effort getting to no one, or the wrong person. The ideal would be for the state party to upgrade the data found in GOPDATACENTER. However, many parties do not have the money needed for purchases like this that even include emails. When Action Solutions ran the successful 2010 campaign, high quality lists of phones and voter data were purchased for the targeted districts. When data from GOPDATACENTER had to be used to make calls, callers immediately noticed the difference in the quality of the phones they were trying to call. GOPDATACENTER (which is data about voters that the Oregon GOP uses) has a level of value but higher quality data provides more assurance of getting to the people intended to reach. GOPDATACENTER can allow additions for data with tags and notes, but it doesn't appear that the user can create new tags. And if it does, these can be overwritten by national managers of the data.

If you are not making a data purchase for the entire state, you must choose your target. Getting data for a school board race can be difficult, however Action Solutions can help you with all your data purchases. You might start with data from GOPDATACENTER, but you will need to realize that it is of lesser quality and has fewer good points of connection. In 2010, 1/3 of the state was targeted because of the races involved. Considering the impact of 2010, with just 1/3 of the state targeted, it seems that had the entire state been the target, there would have been many more races won. Possibly there might have been a win in the recent governor's race.

When considering a data purchase in your state, you must understand your state's voter registration policies. Does your state register by party? Party registration is the first indicator of support for a party. Using party registration and voter turnout measurements might provide the first step in understanding how voters are likely to vote.

Voter Registration and Data

In most states, including Oregon, **you must register to vote as a SEPARATE ACTION in order to be ready to vote**. You can't just appear and vote on Election Day. You have to take a step once you are a resident of Oregon to register. Many people are doing their registrations as part of getting a driver's license via the Motor Voter Registration Act. Amazingly, even with Motor Voter Registration, **1/5 of the population of Oregon is not registered to vote!** That means that 1 in 5 of your friends is not registered to VOTE! **It seems that every CITIZEN OF THE U.S. SHOULD REGISTER TO VOTE AND VOTE however, many are not registered to vote.**   Voter files exist and most campaigns are working off of these. There is another list you can use. That list is called the Consumer file. Comparing the voter file to the Consumer file can give you a list of those who are not registered. Surveying this list may yield many potential conservative votes.

Second Step: Outreach to Identify Voters

Projects to identify voters on potential issues should be ongoing. Looking for "hot" button issues that would identify voters should not be left for a time just prior to the election when there is too

much political noise for potential voters to hear. These "hot" button issues should not be left for modeling based upon similarities with other voters.

An online database to house and allow users to update and edit needs to be made available. We are not sure that GOPDATACENTER is this solution as this provider does not seem to understand its ideal purpose and we have heard that locally added data may be overwritten by national data teams.

There are any number of ways to reach and identify voters: personal friendship, personal group affiliation like church or clubs, personal door knocking visits, personal live phone calls, automated calls (or robot calls) - very cheap to deliver, texting to cell phones, social media connections (Facebook, Instagram, rumble, twitter, etc.), email marketing, etc. should be part of the outreach. Ideally, various surveys would be designed to identify the individual. Key topics of interest might be used in every survey, and responses can be scored based upon responses provided. The scoring can be used to determine how each "hot" button issue weighs toward how the contact might be used.

Email outreach

This should be used carefully and needs to be grown organically and tended like a garden. It requires the advice of an experienced user to help with this. Misuse of emails purchased can destroy the deliverability of the list and the assets such as the email service itself if not done correctly.

Texting outreach

As in all things, overuse of texting has caused the provider to put into place more and more hurdles to block the political user from reaching out to their list. Here again is another medium of outreach that must be wisely used and requires someone of experience to effectively use. Often, the cheapest option is not the best and will only give you the feeling you are doing something without reaching anyone.

Paid Live calls

Paid callers are the only sure way to get measured results. An idea that has never been tried is to pay those who are already in a structure to try and deliver political outreach, the Precinct workers who are either elected or appointed to do this work. However, like all of us, these people are busy. Some economic incentive may help them become more effective and thorough in their work.

Facebook and other social media outreach

Used to communicate and collect contacts who would be invited to respond to a survey and/or join an email list of some kind. You can use your free access to post but usually will find more effective outreach if you pay to boost your contacts. Unfortunately, Facebook can be an arbitrary and capricious place to market as conservative voices are often suppressed and you

may encounter times when Facebook simply decides to clamp down on your communication capabilities.

Direct Hit IP Marketing

This works by matching a list of names to IP Addresses at the household street level that represent the person 's IP address of their computer, laptop, tablet, or smartphone-this will appear on any screen that is streaming the internet including big screen TV.

A list can be matched to an IP Address at generally 40 to 70% of the list (although depending on the environment, it might be less).

A list can be matched multiple times increasing the match rate. Verification of the voter is based on transactional data online and is an absolute match.

This allows for targeting specific voters.

Something like the following:

The idea is to serve up many impressions. This is your direct mail list or voter file with frequency-which everyone knows is the magic of advertising.

Once matched, the list can have Banner Ads and pre-roll TV spots served directly to that IP address whenever it comes online and wherever the voter goes online-these ads are inescapable.

This requires a longer view of a campaign but will lead to a higher awareness of the campaign, organic sign-ups to your website and general list building. It could even be used to get responses to surveys.

The Collection of Responses

 A survey can be designed to try and identify the points of contact and agreement that might help connect voters to the party and/or candidates. National issues that all are likely aware of can be the first questions to try and get people to participate. Questions about liking or disliking the current President can be good starters. Live callers may not need these starter questions as much as the automated or text/email invites. Designing a good survey that gets the most engagement of participation, identifies people most closely with your candidates and has the

best clarity of conservatism are the best. A question on education, poorly worded, may not be of much value.

Scoring the results will help identify a pool of likely voters that you would like to ensure vote. If you design your survey well, all the results from automated calls, live calls, text invites, email invites, and social media invites can be easily combined. The questions can be scored together, and you can identify those you want to reach out to.

Third Step: Get Out the Vote Effort for Identified List

Having something specific about a voter is much better than relying on "modeled data."   With modeled data, some much smaller group of donors, say in the 5,000 to 10,000 range, in a state of 2.5 million, has been surveyed and then some conjecture about people having similarities to that group is used to "id" the rest of us? My contention is that actual interactive responses from voters, not conjecture, is much better. My contention is that progressives have much more actual interactive responses to rely upon in their get out the vote or "ballot harvesting" work.

Messaging can be developed to call these conservative Unaffiliated voters to try and get them to vote for conservative candidates based upon identified shared values (because of the surveys, something was known about the voter - typically, modeled data is used in current efforts).

An effective Get Out the Vote Effort (GOTV) can increase your own party voter turnout from 4 to 8%. In odd year, non-partisan races, an effective GOTV effort can have even more of an impact. Designing and executing a GOTV effort using the identified voters you plan to ensure vote, is an involved effort taking a skilled planner some time and effort.   Depending on the size of the election involved, the effort could have its own locally based call centers, or it could use remote centers provided by other companies. In the case of the 2010 effort, a 55-seat call center was used to reach 1/3 of the state. As an example, Oregon might reach 3 such call centers, putting out about 1.125 million calls. In the 2010 effort, 1 million automated calls were part of the effort. Had the target been the entire state, 3 million calls might have been made. Often, when conservatives think about making such an effort, their conclusion is that it just isn't possible. However, our political opponents are doing this. Conservatives will state that we just don't have enough money. In the 2022 Gubernatorial race, the GOP candidate raised and spent $22 million. But if you look at all the money raised and spent to try and elect an alternative Governor, it was $40 million. We had enough money!

Live and automated calls of endorsement can be used to help the Unaffiliated and low voter turnout Republicans get a reminder to vote. Phone banks using paid callers with a script can be used to remind people to vote, offer them resources to understand who is running and what is on the ballot, scripts for Republicans can rely on party values, scripts for identified non-party would use the identified shared values from surveys, and tracking of who has been called and their status would be used to determine the next steps.

Paid walkers went out with literature and reminders to vote and were ready to receive ballots from voters. These people could be equipped with official badges and official looking bags or

boxes if a voter wished to entrust them with a ballot. Paid and volunteer walkers should be trained and sent into the field with walking devices to record responses throughout the period in which potential voters have ballots and can vote. **Effort should be made until 7:45PM on election eve.**   No post-election "celebration" should ever start before 8:30 PM on election evening, and probably shouldn't take place until Wednesday evening. However and very effective Ballot Harvesting effort could have all the votes on your list in the can so to speak by Election Day.

Text reminders can be sent.

Email reminders can be sent.

Social media reminders can be sent.

Neighbor to neighbor reminders can be sent.

Automated Robo Calls are yet effective.

A door knock may be required to ask the voter to vote!

Designing the voter identification outreach and subsequent follow-up to try and get a larger pool of voters ready to vote and then getting them to vote is a critical piece that should not be ignored and left to ill equipped and underfunded (if funded much at all) volunteers. The best approach would be a comprehensive approach from some state level organization.

Who should be doing this?

Sadly, building infrastructure is not something most people understand as important. Major donors want to give to candidates. That way, when the candidate wins, they have a direct connection to the elected official with certain benefits. But again, sadly, without the infrastructure to get out the vote, those hoped for wins won't take place. In a political sense, building infrastructure is like building a road system to deliver votes. Imagine a situation where you have a great product you invented, but you can't use the existing road system to get it to the market. You must build your own road system. The progressives have developed their own road system and conservatives have none. In this scenario, your opponent who created a similar product, but perhaps of less quality, will win the marketing competition, sell lots of products, become rich and you will be poor, because you can't get your product to market. This is the situation we have. Progressives built a delivery system, and we haven't. Worse, we don't know that we should. In another sense, it can be said that progressives have a machine, and we don't have one.

The State Party

The ideal would be for each state Republican Party to take on the job of building infrastructure to get out the vote. This would be a great fundraising story to use to get funding to the party, get that funding early, and continually, so that each state party has an important deliverable to

discuss with donors, in order to win races in the "blue states". Convincing every state party to take this on is the problem. Many state central committees are actually very fragmented with members circling the wagons, to use an illustration of wagons crossing the plains heading west, while being attacked by Indians, and shooting inwards instead of outwards in a protective manner. Great leadership is required to accomplish this. In the article referenced earlier about the progressive's "ground and pound" machine found here (https://www.oregonlive.com/mapesonpolitics/2010/08/trent_lutz_shifts_over_to_head.html), you will find a comment that says that the business of the Democrat Party in Oregon shuts down while the machine is working to get votes out. In an ideal world, the party would have a continual project going to ID voters. Imagine the ease of recruiting candidates that might be found if you, as a party chair could say, "I know the registration for this district doesn't look good, but we have a list of conservative unaffiliated voters we have identified that can help you win the seat!"

Interest Group

A second place where this work might be accomplished is with an interest group that decides, if the party can't get organized to do this important work, we will do it. Of course, this might involve more expense as any interest group may lack certain advantages that a state party has, such as the database (GOPDATACENTER) that a party has access to. One of the drawbacks consistently affecting conservatives is that we tend to think in terms of islands about the things we hold such as data, while progressive/liberals think more like a continent, being more willing to share their things for the greater good. One advantage an interest group may have is that the leadership team can be smaller, therefore making it easier to communicate and coalesce around a common goal.

A Campaign

A third place where this work can be performed is at the campaign level. Here is a novel thought: can a candidate know they have won the race prior to the election evening and the official count? Every campaign should answer this question, "how many votes do I need to win?" Once you have that number you can work towards finding the lists of those who should be your voter. How can you do this? By starting an immediate program of voter identification, looking for issues that you wish to run on and finding those who agree. Using tools that we have described throughout this document as a means to collect responses, the bigger the list you create the more likely you're to win. Once you have the list, you can now use targeted means to remind that list to vote for you. Don't forget this: when you hire your consultant, demand that they not receive anything back from subcontractors they hire for things like TV commercials and mailings. This will ensure that they spend money to win your race. Otherwise, it will be unlikely that you will identify any like-minded voters and collect any ballots.

Many Campaigns become elected officials. Legislators and others who are elected and serving should realize that one of their callings, while serving, is to collect as many supporters as possible and interested followers into a list. When a supporter of yours comes by to congratulate what you are doing, they should not be sent on their way with a big "thank you!",

but rather should be invited to join your email list. This list, in the short run, can be a list you alert to good laws or bad laws so they can weigh in with other legislators to try and influence their vote. But then when your turn comes to run again, you should have a list with their support noted. Many times, you find a long serving elected official who wants to run for something else but has no list. Their financial support came from some other list making entity like the Caucus, and they have no idea who might support them. In an ideal world lists would be shared in some way so these lists of potential supporters and donors might serve more than just the one legislator who collected their contact information.

The Grassroots/Individual

A fourth place that this work might be accomplished to some good effect is at the grass roots or the personal level of those serving in the precinct. As a precinct worker, you can ask for contact information for at least your local precinct. With a simple survey, you can reach out to those in your neighborhood on the list. The particular focus would be on those Republicans with spotty voting histories and on the Unaffiliated voters. The Unaffiliated voter is generally about 60% with the conservative side in terms of beliefs. This shows that the Republican Party has more of an image problem with voters than the Democrat Party. Once you have a survey, you can call people, knock on their door, etc. to ask for their response. You might even already know much about those around you because of the interaction you have with them. Now you need a way to store that information. Using something like excel you can create columns for responses to what you find out or know about your neighbors. You could use a Google spreadsheet to share your data online with others or find something similar. Here are some rules you should use for data storage:

- separate names into first, middle, and last, suffix (Jr., Sr.), and prefix (Dr., PHD, anything else).
- Never put Mr. & Mrs, but rather have a separate line for each.
- never use a nickname in quotes in the name, ie "Margie", but have a separate column for these.
- separate address into address one, address two, city, state, and ZIP, and zip plus 4 (keep the pieces of the zip separate).
- Divide phones into landline, cell phone, work phone, etc. Never combine data within a column. Knowing the difference between the phones you have allows you to know who they can be used. Landlines for robo calls and cell phones can be texted.
- Do the same for emails keeping their type distinct.
- Have separate columns for any marks of identification about someone in your file.
- Have an additional column for notes.

Realizing the goal here is to convince the state party to take on the role they should and in the interim you are housing data that might and should become part of a larger database. Following these rules will make it easier to combine with other data.

The Caucus

Another place that would work for performing the needed work of creating an infrastructure by identifying those in the unaffiliated voting bucket is at the Caucus level. Like 2010, this worked as the Caucus essentially took control of many races and used the services of Action Solutions to identify additional voters and get the vote out. In some states, all the money flows through the Caucus to the candidates they recruit. If donors could be convinced to donate earlier and more often to this process, it would set things up for many surprising victories as it did in the 2010 election. After that election, it seems that several changes in leadership took place. There was some disappointment that more was not accomplished, donors may not have understood what was being done and didn't send enough money to help, and there was a loss of institutional memory about what had been done, immediately after the project. Making the identification and turn out of newly identified voters on your list, would be a great selling point for recruiting candidates, as you would be able to paint a winning scenario with those additional lists. In the state of Oregon, we haven't won a swing district in 30+ years. Yet we keep using the same approach, every year!

Hire a Company

A company can be paid to design, deliver, and collect responses from unaffiliated voters. Action Solutions has done this for many campaigns. The campaign can then go after those identified to get their vote.

We have discussed how progressive liberals outperform conservative efforts in every way because they either have paid "volunteers" or pseudo paid people. If you were to observe the call centers of both sides and the walking efforts of both sides, the progressives would have fully staffed phones and walkers. Conservatives would not have anything close to the numbers that progressive efforts have. Having served as the Chair of the 5th District in the Oregon Republican party, and being part of the Executive Committee, I have had direct knowledge to attest to this fact. Some campaigns have hired outside companies to come in and provide walkers. One county chairman told me that he went out with these paid walkers from out of state. After listening awhile, he finally said, "let me do the talking" as the out of state walkers could easily be identified as not being from Oregon! But here is an idea, if the state party could get donors to realize the importance of identifying voters, creating a list, and getting them out to vote, as the progressives have done, why not PAY THE PRECINCT WORKER, who knows Oregon (or the particular state you are in), to do the work??

What Should You Do About This?

First, you must advocate with leaders in your state to start a very active "ballot harvesting" program based on legal and appropriate methods to remind and assist voters in getting their ballots in! This should be prefaced by a continual project to identify voters on issues so it can be known that their contact should be part of the "ballot harvesting" project. Starting with the Republican State Party Chair, this person might see the value in taking on this job and using it

for their fundraising story. It might transform the State Party from a non-effective entity, without funding, into an entity that is suddenly doing something very important and is finding funding. A first question might be, "shall we continue what we have been doing that hasn't been working or try something else?"

Next, go to your State Caucus Leaders, these are the Majority or Minority Leader of the House (depending on the count of Senators or House Members in each body), the President or the Minority Leader of the Senate, and often stand in front of huge amounts of money that has been historically directed to massive huge and ineffective air war campaigns and often ignored what is now being proven to be the most effective outreach of "ballot harvesting".

Third, encourage donors or become a donor to efforts to practice "ballot harvesting". Without money, we can't do anything, so that makes convincing the donors a critical step in making this work! We have just seen in the 2022 election this reality, if we don't do ballot harvesting, we can't win. Donors will continue to throw money away in losing causes because we won't change what we do to win elections.

Fourth, engage locally as a volunteer that might include becoming a precinct committee person. Reach out to your local county chairman and ask for the list access for at least your precinct and begin working on creating a database of your contacts. Then start working to id people on the list. Reach out to Action Solutions for ideas about what to use for ids. What would be a good set of survey questions?

We should make the study and understanding of Ballot Harvesting or identifying and getting out the vote our main focus. Unfortunately, very few, from the Republican/conservative side are making this an area of focus. **This is one reason Oregon seems so blue, despite the registration being only 35% Democratic in the state. Progressive/liberals have made it a great area of interest and have created a machine around it.**   Using Oregon's vote by mail and realizing this allows for a longer election day has been a critical part of making Oregon look blue. **That longer period of time to execute a GOTV/Ballot Harvesting program makes it easier for Oregon's Democrat/liberals to find and get their voters to vote.** We have all seen what the use of the Covid scare has done. It allowed the Liberal/Democrats to take the lessons of Oregon, plus probably some other nefarious steps, into new states. **Unfortunately, Oregon's conservative/Republicans have never kept up with the competition.**

What is the first needed step in executing a GOTV program? A list! This is everything and changes your approach from one of "spray and pray" marketing where everything is based upon media and the hope that people will see your media message and then you pray they vote, to one of Direct Voter Contact. **With Direct Voter Contact you contact the voter in various ways until they vote, or you can pick up their ballot to ensure they vote.** To do this you need a list. And you need good contact information to contact that list. Building and providing good lists has been something Action Solutions has been working on for some time. Building and maintaining a good list of your potential voters should be every candidate's goal. Getting them out to vote is the next goal.

Jeff Kubler of Action Solutions has been a part of a number of large efforts around creating highly developed GOTV programs, using volunteers and using paid people. The projects have been very impactful, influencing several key elections. One of those efforts was around the 2010 Election. **In that year, 6 surprising House seats were won, tying the House, and enough Senate seats were captured to nearly tie the Oregon Senate.** What happened after that is a mystery, as after that success, nothing more was done with developing the effort. So in the next election, all of those gains were quickly lost.

Here is what we know about the oppositions machine:

- Their GOTV Program is a professional organization staffed by paid or pseudo paid staff
- Their GOTV Leadership is led by very experienced staff. Conservative/Republican GOTV efforts tend to be staffed by younger people.
- **Program efforts are at different levels: Republicans use "Spray and Pray" marketing vs Democrats use Direct Voter Contact**
- Democratic investment is continuous while Republicans investment is centered on elections.
- **Their donors know they must support the infrastructure and not just give directly to campaigns they support, because without the infrastructure, no candidate can win.**
- Democratic lists exist, not only of their base Democratic voters, but also of liberal leaning Unaffiliated voters.
- **Democratic infrastructure, in terms of lists and contact methods ensures their voter's vote. And that applies to even primaries, and non-partisan elections.**

Appendix - Other things that have worked

How to Win 9 Out of eleven!

Imagine you're a political consultant who just won 9 out of 11 races. You would feel pretty good about yourself after that success. All those clients would be going on to some position in government from county commissioner to city counselor to other important positions. **Those clients would feel good about recommending you to other people who were going to run for office.** That's what Tab Berg, a consultant in California, recently experienced (Tab of Tabcommunications.com).

Tab understands races and also the importance of lists and getting those people on the list to come out and vote. Action Solutions has been a partner with Tab for some time providing automated telephone work (like get out the vote calls), surveys, texting to cell phones and many other services. This last election Tab came up with a new variation of the use of an automated robocall.

Here was Tab's idea: He constructed messages based on important issues and had the client candidate record a message based upon the issue people cared about. **If the live listener was really passionate about the issue, the message asked them to press 1 to show support for the candidate.** That act of pressing 1 meant the person was engaged enough to care about the issue. The person became someone to definitely remind them to vote and might also become a donor or a volunteer for the campaign.

Starting with high quality lists is a good first step and we can help you with those.

Here is an example of a script, "This is Lisa <lastname>. I hope you'll join every leading business, law enforcement, and AG group in supporting my husband Pat <lastname> for county supervisor. Pat has built an impressive coalition of support that spans geographic and partisan lines because they all know he has the experience and commitment to make our community better, safer, and more prosperous. Press one if you would like to join us in supporting Pat <lastname> for supervisor. Thank you, paid for by <lastname> for supervisor.

A California Idea that Worked - Ballot Harvesting!

Jordan Gurnett works with Reform California. Since that state has gone to the deepest hue of blue possible, it will take some innovative ideas, along with the chickens coming home to roost, to change it. But Jordan is working hard at it. **Part of the way conservatives win is to not give up.** Some people have thought that they will never overcome the cheating, but we must continue, trusting that the truth will win and realizing that improving our process will help turn the tide.

Jordan and Reform California are pioneering some great ideas. First, they have mailed to potential voters 500,000 hand addressed mailings containing reminders to vote, voting information and other information to encourage the vote. Second, they followed these mailings with the use of ring-less drops to cell phones with the same information. Third, they followed by texting to those same targeted people.

You see that this group understands the fundamental thing you must do - you must have a targeted list. **Lists are the basic need of every campaign and learning about voters from one election to another is critical.** You must have some form of online database to use to ensure you can track and keep information about your targeted list.

Part of the information sent was an invitation to a series of events. These events were held around the area serving food, to those interested in attending. **They encouraged people to bring their ballots and speakers went through the voter guide to discuss who was running and what issues were important.** Attendees got to hear from candidates. Nineteen events were held and about 5,000 people attended. Their targets for invitations were low voting Republicans and others that had information indicating they might be conservative. **25% of those attending left their ballots to be turned in for them.** Venues were a variety of places and had about 250 in attendance each time. These events helped win some important races from Congressional races to city council.

This would work great!

Could this be the key to winning? Or how to get Christians to Vote!!

How many votes should conservative pro-life Judeo- Christian worldview people be casting in the US? In your state? **This is an important question because it tells us what kind of focus, we should have on getting the Church vote or the conservative Judeo-Christian people to vote**. In the upcoming elections, turning out this group of voters is all important! Some people think we have been getting all the votes in. In other words, everyone who thinks from this worldview is registered to vote and is voting. But is that the reality?

Action Solutions is now offering a way of counting and collecting the number of people who attend Church. As an example, we used a list of conservative churches in the state of Oregon and determined that on a Sunday in May **668,000 people attended** those churches. You have to remember that first of all, the weather is nice in May and people are out and about and may not be in church every Sunday. We must recall that this is after the pandemic had ended and many people still weren't comfortable coming back to Church. To understand how many people we should have voting, you must apply a multiplier. What is that multiplier? That multiplier may be as much as two. What would that mean? There really should be at least 1.3 million voters, exercising their vote from a Judeo-Christian worldview. **However, in a lot of state-wide races we only get between 700,000 and 1 million votes. It seems we are missing 300 to 400,000 votes. Are we? Many think we are. Many believe that there's a huge gap between the**

votes we have and the votes we should be getting. Is that the case in your state? In your race?

Using those Id's, a digitally advertise to them. A candidate can send a banner ad, a group can send reminders to vote. In this all-important election, it is about who shows up to vote! Action Solutions now offers this new innovative way to engage the church.

Conservatives don't value lists.

Conservative Republicans rarely value a list as much as Progressives. A recent example of this is found in Oregon. There were several attempts to recall Governor Kate Brown, and each attempt created a list of those who supported the idea. There were three such lists. But no one cared to use them in a campaign. The first list was called the "flush down Kate Brown" list. To our knowledge nothing has been done with this list (we have inquired). But the second and third lists were collected by the Oregon Republican Party. They consisted of one list of about 90,000 and another list that was around 300,000. Neither list of signatures was large enough to submit for a recall vote. The author worked with a campaign in 2020 where we were trying to get a hold of both of these lists, to use the address on the petition to get them matched for things such as phones and emails so we could reach out to these signers. Sadly, that campaign could not prioritize the gaining of these lists enough to get them. That candidate lost.

But what would the value of these lists have been? The first list made up of 90,000 signers was matched for points of contact and addresses and marked on the voter file. When looking at this list one found 30,000 of the signers were not Republicans. **Nothing was done with this list, but after the election we investigated and found that 30,000 of the signers did not participate by voting in the 2020 election.** What would have been the value of getting these 30,000 to vote? Would they have voted for the right candidates having registered such dissatisfaction with Governor Kate Brown that they were willing to sign a petition? **What impact would there have been on that election?**

The larger list of 300,000 was never contributed by the exiting leadership of the Oregon Republican Party to the process and isn't generally available.   We don't know anything about why it wasn't. **But the observation could be made that if the 300,000 was like the smaller 90,000 list there might've been as many as 90,000 potential voters who were not Republicans and who did not vote in the election of 2020**. Now some of them may be duplicates, in other words, they signed both petitions but what if they were all voters who were against Kate Brown and could've been convinced to vote in the 2020 election.? **That might've been as many as 120,000 total votes**. Had there been an effort to get them out to vote for conservative Republicans for that statewide candidate running for Secretary of State would that have made a difference?

In the last gubernatorial election, in the State of Oregon, Tina Kotek received 917,074 votes. The Republican opponent, Christine Drazen received 850,347 votes. **What if those 120,000 non-voting signers had voted and could have been added to Drazan's total? Christine**

Drazen would have won with 970,347. The two combined lists if worked to get out the vote process could've turned the day.

Sadly, the larger list is not anywhere for general use. I believe the former party leadership of the Oregon Republican Party has a list and may offer it to campaigns. But we are not aware of any campaign requesting it or using it (out of state consultants are not likely to even be aware of such a history). **Having studied what the liberals think about lists and the fact that they use them, we doubt that they would miss such an opportunity.**