



UNIVERSITY OF ALBERTA  
**STUDENTS'  
UNION**

# **Get Out The Vote Campaign (GOTV)**

# The need for an Election campaign



- Premier Ed Stelmach has resigned
- First Ballot for PC leadership Race is on Sept. 17th; second ballot on Oct. 1
- The new Premier might call an election right away, wait until the spring, or wait until the deadline of March 2013

# Our Proposal



- In the past two elections CAUS had media-focused campaigns
- Last year's CAUS leadership suggested that this year we focus on our biggest strength: **Our students**

# Goal



- To increase voter turnout among our students
- A secondary goal will be to increase awareness of the student vote and in turn make student concerns major topics in the election

# Who are we targeting?



- Primary audience is our student body
- Secondary audience will include volunteers, political campaigns, candidates in marginal constituencies

# What is GOTV anyway?



- Direct contact with the student body
- Collecting signatures from students pledging to vote
- If the student chooses to, he/she will give us their contact information when signing the pledge
- On election day, we will contact them with whatever contact information they left: email, text, phone call reminding them to vote

# Campaign Pieces



- The campaign can be broken into three strategies
  - ***Low Intensity Contact***: Marketing, Posters, Handbills, Facebook, Twitter etc.
  - ***High Intensity Contact***: Direct Contact with the student body through volunteers, Leaders' Debate, Concert or Major Event
  - ***GOTV***: Taking every opportunity to identify every potential student voter on campus, make contact, then on polling days to make every effort to encourage the student to vote

# Different Scenarios



- Fall Election
- Spring Election
- Election after April 2012



# Fall Election



- Provincial election will start in Sep./Oct.; election day in late Oct./early Nov.
- Voter contact and registration in October
- All leaders debate event
- Data input on-going
- Large on-campus events
- On election day: GOTV

# Spring Election



- The fall will be used to establish familiarity with the campaign
- Initial voter contact and voter registration in October 2011
- More pledges in February
- All leaders debate event
- Data input November–January
- Large on–campus events
- On election day: GOTV

# Election after April 2012



- The campaign would go the same until end of March, with all the groundwork done
- The next Vice President (External), and Executive will then decide if they choose to pursue GOTV for another year

# Marketing



- Single Theme
  - **New Parties. New Leaders. New Voters.**
- Possible tag lines
  - Things are going to get interesting
  - Don't sit this one out
  - Something's changing in Alberta
  - Everything's about to change

# SOMETHING'S CHANGING IN ALBERTA

NEW PARTIES

NEW LEADERS



NEW VOTERS

CAWS

# SOMETHING'S CHANGING IN ALBERTA

NEW PARTIES

NEW LEADERS

NEW VOTERS

# SOMETHING'S CHANGING IN ALBERTA

NEW PARTIES

NEW LEADERS

NEW VOTERS

# 2012 ALBERTA

NEW LEADERS NEW PARTIES NEW VOTERS

NEW LEADERS NEW PARTIES NEW VOTERS

- NEW LEADERS
- NEW PARTIES
- NEW VOTERS

ALBERTA  
election 2012

2012 ALBERTA  
NEW LEADERS NEW PARTIES NEW VOTERS

2012 ALBERTA  
DON'T SIT THIS ONE OUT

2012 ALBERTA  
IT'S ABOUT TO GET INTERESTING

2012 ALBERTA  
EVERYTHING'S ABOUT TO CHANGE



- ✓ NEW LEADERS.
- ✓ NEW PARTIES.
- ✓ NEW VOTERS.

THIS IS ABOUT TO GET INTERESTING.



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IN THE NEXT PROVINCIAL ELECTION, ALBERTA WILL HAVE...

- ✓ NEW VOTERS.

The last Alberta election was held in 2008. That means a generation of students born after 1990 are about to vote provincially for the first time.

- ✓ NEW LEADERS.
- ✓ NEW PARTIES.
- ✓ NEW VOTERS.

THIS IS ABOUT TO GET INTERESTING.





# Volunteers



- Planning to recruit between 150–200 volunteers
- This will help reach our benchmark of 50% of campus by the end of the fall
- The volunteers will need a Volunteer Coordinator

## Volunteers (cont'd)



### Volunteers will be needed

- to make contact with the student voter population
- help register them to vote
- ask them to sign a pledge to vote
- collect their contact information
- classroom talks
- Posters and handbills
- data Input
- call-outs

# GOTV Volunteer Coordinator



- **Job Description**

- The Get Out The Vote (GOTV) Volunteer Coordinator reports directly to the Director of Research and Political Affairs (DRPA) who provides guidance and direction.
- 25 hours/per week
- 13 weeks from September 1 to November 30
- If Election is not in the fall, we renew the contract next semester

# Budget



- Budget is for the Fall Semester only
- Estimates are for 200 volunteers
- Total of \$14,985.60

Volunteer Coordinator salary	25hrs/wk	\$12.14/hr	\$304/wk	\$3,946
Volunteer Coordinator deductions				\$789
T-shirts	\$10/vol.	x 200		\$2,000
Training sessions/food	\$30/vol	x 200		\$6,000
Election day phones				\$1,250
Events (Dinwodee/Myer) & Marketing				\$1,000
<b>Total:</b>				<b>\$14,985</b>

# Where is the money coming from?



- Bylaw 3000 §3 (6):
  - *The Elections Reserve shall be used to support Students' Union endorsed political campaigns related to municipal, provincial, and federal elections.*
- Preliminary estimates of the reserves fund: \$56,588. Up from \$47,322 last year

# Questions?