

The logo features a stylized elephant in a light red color, facing right. A five-pointed star is positioned above the elephant's head. The entire logo is set against a background of concentric, semi-circular arcs in varying shades of red, creating a sense of depth and movement.

# **NJGOP Data, Tools and Services**

## Targeting the Right Voters

- It is important to contact the correct voters in order to win the election.
- By contacting specific voters, instead of talking to every voter, you save **TIME, ENERGY, and MONEY**.
- You prevent turning out non-supporters on Election Day.

# Types of Voters

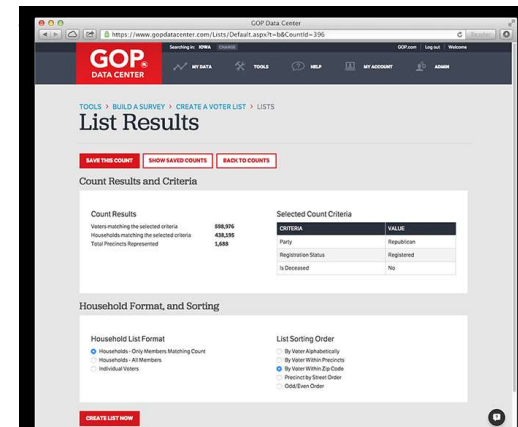
- 0/4/"Dead Weight" Voters
  - Voters that are registered, but do not participate in elections.
- Non-Primary voters
  - Participate in some or all General Elections, but do not vote in Primaries.
- Low-Propensity Voters
  - Voters who vote in an election here or there. They usually vote in higher profile elections, such as Presidential, Midterm, or Gubernatorial Elections.
- Mid-Propensity Voters
  - Voters who vote in most of the major elections, may even participate in primaries.
- High-Propensity/"In the Bank" Voters
  - Votes in all, if not almost all elections, both Primaries and General Elections. Reliable voters.

# Who To Talk To

- Identify supporters
  - Contact Low-Propensity Republicans, GOP-leaning Democrats, and Swing voters.
  - You will be able to identify these voters to turnout for your candidate in the election.
- Persuasion
  - Convincing identified undecided voters to support your candidate via persuasion messaging.
- Vote by Mail Chase and Push
- Get Out The Vote
  - Encouraging identified supporters to get to the polls on Election Day and vote for your candidate(s).

# Universes

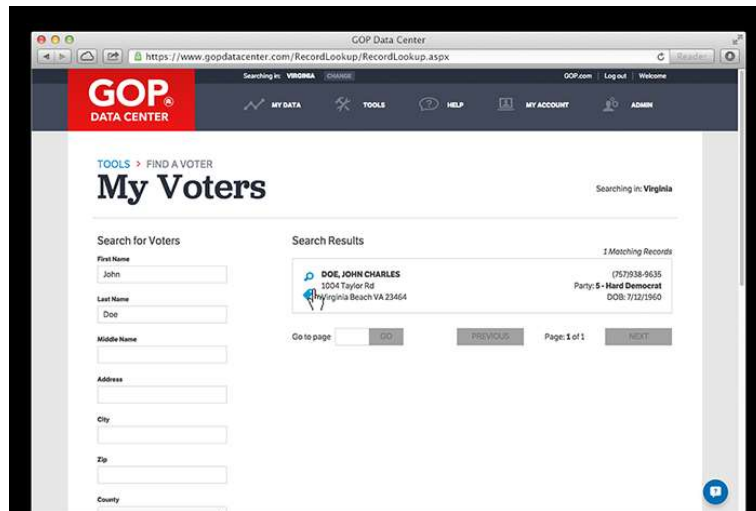
- You are able to obtain ‘universes’ (groups of voters with a similar voting behavior) of targeted voters for identification, persuasion, VBM Chase/Push, & GOTV



- GOP Data Center is available with the permission of your county chair

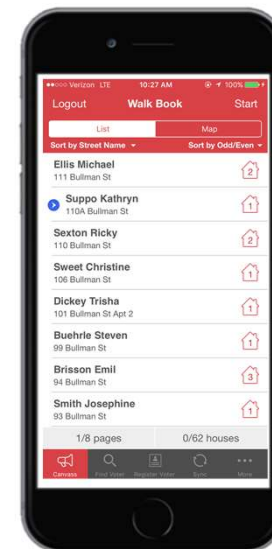
## GOP Data Center

- Database provided by the State Party that houses information on every registered voter in the state.
- You are able to pull lists/universes of voters via Data Center.



## Advantage Mobile App

- Voter contact tool provided by the State Party. Advantage is a phone application used for phone banking, canvassing and more!
- Allows you to record voters' responses to door-to-door or phone bank surveys in real time, preventing lost data.



## Talking to Voters

- Before contacting voters via canvassing, phone banking, texting, mail, etc., prepare your survey.
  - Make sure the message you want to convey is included in your script.
  - Inform your staff and volunteers of the message your campaign is trying to convey to voters.
  - Make sure your staff and volunteers do not go off script.
- Make sure you or your team properly records the responses collected from the voter so they are ID'ed accordingly.
  - Recorded responses will be utilized in future voter contact efforts.
  - The more data you collect, the better! All data collected will help you in the long run.
- Engage in friendly interactions with the voter(s). Be polite!

Interested in utilizing these free tools and services?

**Call us today!**

**609-989-7300**

*or e-mail*

**Evan@NJGOP.org**





**Thank you!**