



THEVOICESOFAMERICA.ORG

NEIGHBORHOOD/PRECINCT

ORGANIZING BEST PRACTICES



Objectives



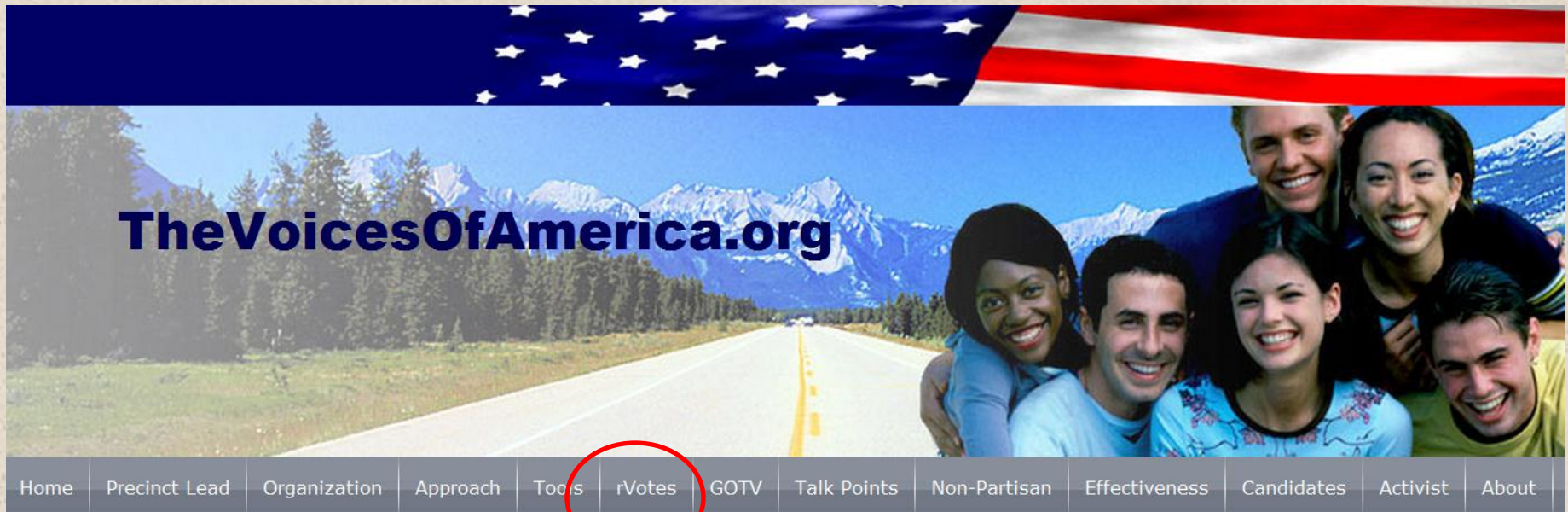
- Learn Capabilities
- Learn What Others Are Doing

Disclaimer



TheVoicesOfAmerica.org does not now, nor does it intend to have, a financial interest in rVotes.

*This is consistent with our **mission** of providing **objective, unbiased best-practices for Neighborhood/Precinct Organizing** to those individuals and organizations interested in advancing the constitutional principles of limited government, free markets, and individual liberties.*



- All Content Available on Web Site
TheVoicesOfAmerica.org
- Not an Organization
- Focus: Neighborhood Organizing Best Practices

What Can We Expect - Florida 2008

- **Neighborhood Organizing**

- 19,000 "neighborhood teams" focused on 1,400 neighborhoods across the state
- Directed by about 500 paid campaign field organizers
- Teams physically knock on doors and phone-bank to assure voters are registered, know where to vote, & actually vote

- **State-Wide Organization**

- Leadership teams are assigned specific roles, such as team coordinator, data coordinator, volunteer coordinator, voter-registration and voter-contact coordinator, and house-meeting coordinator.
- Point system helps other would-be supporters figure out who they can hook up with locally if they want to get more involved in the campaign

- **IT Enabled**

- **Volunteers have access to databases**
- **Constantly updated through its field-office computers and through myBarackObama.com — with information about potential voters' political leanings.**
- **Campaign also seems to recognize that some volunteers won't cotton to a top-down system, and its web tools accommodate independent efforts.**

- **Training**

- Weekend training sessions
- Vary in size from groups of 40 to more than 300
- Held variously at the campaign's headquarters, in rented office spaces, union halls, churches or on college campuses.



Source: <http://www.wired.com/threatlevel/2008/10/obamas-secret-w/>

Van Icon: created by LJ Miller, friend of Carol Greenfield, LadyImpactOhio

We Are Ohio (WAO)



- Citizen-driven, community-based, bipartisan coalition that seeks to fight back against Senate Bill5
- The Regional Field Director
 - Overseeing field operations in select regions throughout Ohio.
 - Provide trainings and leadership development
 - Manage Field Organizers to engage volunteers in grassroots activism and voter contact
- Field Organizers
 - Work directly with Regional Directors to execute the We are Ohio (WAO) field plan within their assigned region.
 - Organizers will work to build a strong network of volunteers to meet and exceed voter contact goals.
- Volunteer Coordinators
 - Develop volunteer programs through recruitment efforts; volunteer training programs and supervision of the volunteers.
 - Manage office activities, support field organizers in preparing for voter contact activities such as cutting turf and generating call lists.
- Competitive salaries, good benefits, and the opportunity to fight for the future of Ohio.

Source: http://www.cityofsoutheuclid.com/about-south-euclid/images/WAO_Field_Job_Descriptions-FINAL.pdf

Suitcase Icon: created by LJ Miller, friend of Carol Greenfield, LadyImpactOhio



Neighborhood/Precinct
Organizing Best Practices

What is rVotes?

Proven, Enabling Campaign
Software

- Used by LEFT
- Ideally Suited for the Tea Party





rVotes: Overview

- Full campaign software suite being used by national parties
 - rVotes' underlying programming and architecture is identical to the proven, nationally scalable campaign software used by Democrat National Committee and Organizing for America
- Designed / Programmed by Steve Adler, the co-founder, inventor and architect of the Democrat Voter Activation Network (VAN), and VoteBuilder.
 - Gave birth to CataList, the system Karl Rove said “Republicans ought to have”
 - VAN (now NGPVAN) is the world's largest political software company, built on Steve Adler's technology as a foundation
 - rVotes is Steve Adler's new & improved system

Vetting of Steve Adler



- History
 - Created VAN in 2001 – foundation for national OFA
 - Left company in 2005 with \$\$, Source Code, & five-year non-compete
 - Programmer, innovator w/ patents, with family of five
 - Unaffiliated voter, while his former partner was a radical Democrat.
 - Endorsed RI RNC former chief of staff and now RI GOP Chairman.
- Endorsed by
 - Carol Greenberg (LadyImpactOhio) – Investigative Reporter & Blogger
 - Kristine Cassidy – iCaucus & rVotes Board Member
 - Anita Moncrief – former ACORN & rVotes Board Member
 - Ron Robinson – PROCINCT & now with NationBuilder
 - Numerous conservative bloggers, websites, & print media

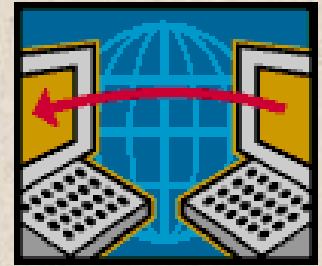


rVotes: Key Capabilities

- **Walking List**
 - Bar Coded, route optimized walking and calling lists
 - Custom report (list) features.
 - Ability to share reports
 - *Map based, graphical turf cutting for walking list creation*
 - **Volunteer Phone Bank**
 - Integrated, web based Virtual phone banking allowing people to canvass from home with no required software or hardware
 - Suppress bad phone and email
 - *Neighbor-to neighbor option for VPhone bank allowing preferential assignment of voter to caller based on any combination of distance, age and gender.*
 - **Voter ID w/ Surveys**
 - Any survey can be married to any list for uniform canvassing regardless of the medium (digital devices, phone, walking Robocall, etc)
 - **Micro Targeting**
 - Micro targeting engine
 - Each qualified user can produce detailed micro targeted lists to act upon
 - **GOTV**
 - *Early Vote/ Absentee / Vote by Mail drive and tracking system*
 - *Real-time , integrated GOTV system with Virtual phone bank, volunteer management and iPhone integration*
 - **Volunteer Management**
 - Powerful and flexible Basic Volunteer management
 - Support for unlimited number of committees and users for each committee
 - Ability to share and assign lists to other users
 - Sharing of volunteers and events
 - Basic event management
 - *Volunteer FastTracking allowing volunteers to near instantly click and start doing productive work for a committee*
 - **Voter Fraud**
 - **E-mail Blasts**
 - **Data, Upload, & Search**
 - **Mobile Data Entry**
 - **IT System Interfacing Security**
 - **IT System Management**
- Italics indicate that not currently activated for some states.*

Well Suited for Tea Party

Key Differences versus other Software Providers!



- **Enables an infinite number of autonomous groups** from using rVotes, while allowing **voter information sharing among these groups**.
 - Unique and powerful feature of rVotes, based on much field experience with its precursor VAN.
 - Lends itself perfectly with the **Tea Party movement** and its existence of local autonomous groups who resist central control.
 - Other organizations tend to have centralized databases.
- Can be **rapidly deployed in organizations by users** who, in turn, can sign-up other users in a rapid cascading/ viral fashion, unlike other campaign software that typically requires central access control
 - Only possible due to rVotes' unprecedented user-based, granular security features.
- rVotes **allows uploads and downloads/ exports** of locally created new voter information.
 - This assures that a **backup of all the voter information** exists locally and is not locked within rVotes' proprietary "Vault".



rVotes Successes

- The whole ground-game of the LEFT is based on rVotes' precursor Voter Action Network (VAN) and is evidence of rVotes' success and capabilities over the last 10 years.
 - To convince yourself that we are indeed dealing with the same software, check out the rVotes visuals on [the rVotes training sub-tab](#) relative to the 2011 [training visuals for the LEFT's Vote Builder \(VAN\)](#).
- rVotes deployed first in Rhode Island during 2010 Election
 - Used by over 70 campaigns
 - Governor to School Committee
- In 2011, deployed, to date, in Ohio, Florida, Iowa, with more states coming soon.
 - Deployed in Ohio to over one hundred fifty Tea Party leaders by the [Ohio Liberty Council](#) (OLC) in collaboration with [TheVoicesOfAmerica.org](#).
- rVotes Endorsements
 - Over ten years, and several dozen campaigns I have used nearly every voter database system around. ... I have already identified it as being superior to any other system I have employed.
- *Campaign manager for candidate for Governor of Rhode Island*
 - Use rVotes as platform for tracking data collected from millions of paid survey calls annually. -
VP of a political paid phones firm
 - In just a few short months, rVotes has been responsible for over ten thousand calls to voters in Rhode Island. - *Deputy Campaign Manager John Loughlin for Congress*

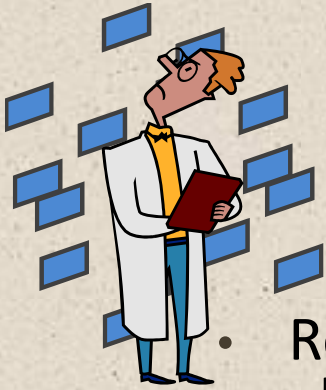
VAN(*r*Votes) in Action

California Statistics - 2008



- 10,000 volunteer Precinct Captains
- 7,000 VAN accounts deployed
- 4-5,000 became active
- 100,000 avg. attempted voter contacts/day
- 240,000 max one day attempts
- >1 million contacts in 10 days

<http://techpresident.com/blog-entry/power-edge-obamas-california-field-operation-future>



The Problem...

- Republicans lack the Party-wide ground game that Dems already have.
- Thousands of Precincts lack a Republican Party Chair or poll officials.
- No system-wide ability to gather data or build community contacts.
- Republicans antiquated, centrally-managed data centers, create top-down, inaccessible, tightly controlled data while Democrats exploit and leverage affinity groups.

THE SOLUTION...



Tea Party Movement – Many Informed & Motivated Volunteers



Neighborhood/Precinct Organizing Best Practices



Proven, Enabling Campaign Software

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Affordable Business Model

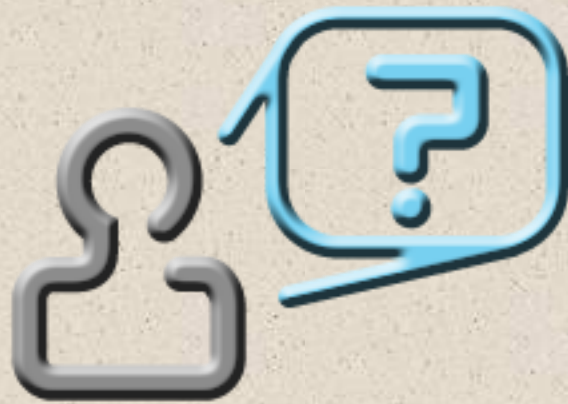
- Unparalleled affordability
 - For county level or below access
 - Costs a total of \$100/organization
 - Regardless of membership size
 - For the period from now until November, 2012
- Pricing for multi-county or state-wide access costs more, but is equally affordable.



rVOTES Demo

1. [Overview](#)
2. [Walking List](#)
3. [Volunteer Phone Calling](#)

Questions?



rVotes: State-wide Deployment



- **Free rVotes access to county level or below leaders**
 - Create **downward cascading rVotes communities**
- **Modest monthly fee** is paid by the largest, statewide and federal political organizations, campaigns, and PACs.
 - **rVotes State-wide Tea Party Leaders Committee**
 - Could purchase a state-wide rVotes access license
 - **Freely exchange, reciprocal newly obtained voter information with local rVotes groups.**
 - **Use for analyses, coordination, and strategy development.**
 - Other like-minded organizations can also purchase a state-wide rVotes access license, i.e. Right-To-Life, etc., and exchange voter information
- Advisable that have **sign-up coordinator**
 - Perform the appropriate **due diligence** to assure only those abiding to the core principles of limited government, free markets, and individual liberties are given access.
 - Would not have any control or access to the respective rVotes county groups / committees that are created.

rVotes Sign-up Request



Member of Which Organization
Organization Leaders Name
Organization Leader's Phone #
Geographic Area Your Group / Committee Leads (County or Precinct)
rVotesGroup /Committee Name (Use existing group name, or create a new name.)
Agree to share relevant voter information with OLC rVotes Leadership Committee
User Level
Your Ohio County
Your Voting Precinct
First Name
Middle Initial
Last Name
Primary Phone Number
e-Mail Address

rVotes Training Agenda

- Overview
- What is rVotes
- rVotes Demonstrations
 - Walking List Creation & Survey Input
 - Volunteer Phone List Creation & Use
 - Administration - Add Users, Security, & Messaging
 - How Upload Phone Numbers into rVotes
- How Get Started



Funding for New rVotes States

- 10-20 Tea Party/ 912 organizations pool money
- National & State Organizations help pay
 - Americans for Prosperity
 - American Majority
 - Tea Party Express
 - Freedom Works
 - Tea Party Patriots
 - Heritage Action
- GOP Tea Party oriented Donors



Request



Please

- Call like-minded friends & associates in other states to inform of rVotes
- **To WIN, we must get these tools broadly used in 2012**
- Also inform them of TheVoicesOfAmerica.org

Supplemental Information



- <http://www.redstate.com/elronaldo/2011/05/30/a-trifecta-of-tools-for-victory-rvotes-part-i-of-iii/>
(Carol Greenberg: May 2011)
- Carol Greenberg 2011 Article on Democrats-only software
- <http://sago.com/2011/04/03/leftist-website-developers-tell-republicans-we-dont-want-your-business/>
- Carol Greenberg/Anita MonCrief 2010 Articles on VoteBuilder/Voter Activation Network VAN
- <http://hotair.com/greenroom/archives/2010/02/01/an-inside-look-at-obamas-organizing-for-america-part-i/>
- <http://www.thenextright.com/category/blog-tags/voter-activation-network>

- About Steve Adler: VoteBuilder/VAN Developer, Patent Holder, and rVotes Founder
- Video: <http://video.rvotes.com/take03>
- rVotes Website: <http://rvotes.com/default.rVotes>

- 2004 Article on Steve when still with Democrats:
- <http://www.rvotes.com/Political-canvassing-goes-high-tech,16032.htm>
- Recent Articles on rVotes:
- Carol Greenberg Blog
- <http://conservative-outlooks.com/2011/05/30/ofadnc-database-system-now-available-to-republicans/>

- California Voterconnect Tutorials: <http://cavoterconnect.com/>
- Virginia Democratic Party Videos: <http://www.vademocrats.org/dpva-votebuilder-training-2011>