

Non-Partisan Tea Party Principle Based Best Practices “Priority Score” Guide

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Generally speaking for Tea Party conservatives with a principle based message of limited government, free markets, and individual rights, you engage your neighbors in a precinct by focusing primarily on: 1) Independent Voters who always vote, 2) Independent Voters who sometimes vote, and 3) Republican Voters who sometimes vote.

The highest priority attention should be given to those with the highest “Priority Scores”.

Objective	“Priority Score” Focus	Logic	“Priority Score”	Party Registration <i>(Based on Primary Votes)</i>	Voting Frequency	
					Over last 3 Elections	
					General Election	Primary Election
Recruit New Tea Party Members	8 and above	Don’t bother with hard core liberals, i.e. “Priority Score” of 9, and registered voters who don’t vote. Find like-minded voters. Polling in 2011 indicates that 80-90% of GOP and Independent voters are aligned with Tea Party principles.				
Gathering Voter Information <i>(Voter ID)</i>	9 and above	The goal is to use surveys in door-to-door canvassing or volunteer phone banking to identify like-minded voters aligned with Tea Party principles. These like-minded voters can then be targeted during the Get-Out-The-Vote (GOTV) phase to assure they vote.	1	“Independent”	3 of last 3	Not Participated
Messaging & Persuasion <i>(Pre-GOTV)</i>	9 and above	Elections are won by messaging / persuasion and GOTV. Attempt to persuade voters and keep track of those who in the end are like-minded voters aligned with Tea Party principles. Contact these voters during the Get-Out-The-Vote (GOTV) phase to assure they vote. If you have limited resources, focus primarily on “likely voters”, skip voters with a “Priority Score” of 3 & 5.	2	“Independent”	2 of last 3	Not Participated
			3	“Independent”	1 of last 3	Not Participated
			4	Republican	2 -3 of last 3	Not Participated
			5	Republican	1 of last 3	Not Participated
Primary / Caucus Election GOTV	7 and 8 & to a lesser extent 4 or 5	Try to convince like-minded Republicans who normally don’t vote in primaries to go and vote for candidates who are most aligned with Tea Party principles. <i>Note: Secondly, you may want to target voters with “Priority Scores” of 1-3. These are Independents who could be convinced to declare a party affiliation for the primary and help the Tea Party elect its more fiscally responsible candidates by overwhelming the “loyal” party voters. Note, though, that not all states allow this party declaration scenario for primaries.</i>	6	Democrat	1-3 of last 3	Not Participated
			7	Republican	1-3 of last 3	1-2 of last 3
			8	Republican	1-3 of last 3	3 of last 3
General Election GOTV	7 or above	This approach targets Tea Party principle aligned voters who either vote “always/ sometimes” as Independents, vote “sometime” as Republicans, and registered Democrats who may be more like Independents, since they don’t vote in Democratic Primaries. All other voters, including “always vote” Republicans are ignored.	9	Democrat	1-3 of last 3	1-3 of last 3
			No Score	Does not matter.	Never Vote	Never Vote

“Independent” = True Independents who are not registered with any party, voters who are registered with like-minded conservative parties such as the Libertarian Party or Constitution Party, but not voters affiliated with any of the LEFT parties such as Socialist Party, etc.