iSOS Meeting September 23 2004 (DEDE Feldman)

ANNOUNCEMENTS

-Importance of voting on the first day

-Saturday, October 19 Freedom March - we are drumming

-Observe NM Elections seeking vols to observe

-Trisha said we've already contacted 4K and going through the last 1K.

-Blue CD2 -

      -has the last fundraiser coming up - How Red State Bans have affected Blue States ⅔ of the clients in NM are from NM.

      -44K postcards (iSOS has sent 20K)

      -260 digital to young voters

      -12 billboards across the district

      -100K view on their website

      -200K in donations

      -Last time, they turned out 500K.

-Training for texting. You can still do it.

-Laurel Barbara, Karen, and Helen went to ABQ. Got to do two turfs. Didn't talk to a lot of people. Didn't have time to learn the talking points.

-About the R's: In ABQ, up to September, purpose is persuadable.

-What data is collected: from cookies i.e. did they buy Obama's book, donate, write letters to editors, issues propensities, etc.

-Does this work? Feedback is important.

Dede Feldman

-Former Senator and will talk about canvassing

-Strike while the iron is hot. Build to the future. People are now.

-Active listening, door therapy

-Dress something light, stuff where you keep your literature.

-Ask the dispatcher who these people are. You can see who they are by looking at the voter list. About the neighborhood. For instance, if there's been a bunch of robberies in the neighborhood recently, that makes a difference.

-Know where they vote. It is helpful to know where the local churches are. A few names of the elementary schools or high school.

-You can walk between 12 and 24 doors an hour.

-Have to be authentic. It's a confidence game. If you are confident, you will be more successful.

-The reluctant voters or are unregistered. What does she think of them? In many states Dem Senate are ahead but voters may still be reluctant to commit to Harris.

-Authenticity - and us coming down to ABQ. How are we able to do that? Don't mention that you are from Santa Fe. But if asked, you can say, "I came all the way…"

-Attitude is the hardest thing to change, what % of people who are on the fence and the kind of persuasion you are talking about. Since it's a long range process…

-Pam had a caller who said he was going to vote TLF and Heinrich and not Harris. He will vote for Trump. Woman who said she is voting for Harris/W and not sure of TLF.

Quotes:

Barack O: To make progress on the things we care about, we all have our blindspots, if we want to win over those not ready, we need to listen to their concerns. We need to listen to their concerns.

David Allsburger: Being heard is so close to being loved, for the average person, indistinuishable

Break out into groups. First person is canvasser and the second person is the door.

CANVASSER
Ricann intros herself. What are you concerns
What are the most concerning
So crime is your issue
What can be done?
Try to find local pols to help
Yes.
Do you think of voting this year?
I can possibly get your info and have someone call you. Also do you need info on where to vote?
DOOR
I'm concerned about a lot.
Crime in the neighborhood.
Why don't police come?
You think they care?
Do you have thoughts about who that may be?
I'm thinking about voting but am sort of cynical.
Questions canvasser could have asked:

1. How does that make you feel?
2. Why are you cynical?

Many people don't have the time, etc. If you get a person that does want to talk. Let them talk.
Janna: every poll suggests that the top issue is the economy. Part of the reason people say the economy is terrible is because there is a built in lag with economy. A lot of this is propaganda. If people feel they are doing okay, they also say that the economy is bad. We can't change this. Cognitive dissonance. How about saying I'm okay, how are you?
PRACTICE A RING CAMERA PITCH
Hi - I'm a vol for Gabe. We are hoping you will be voting for Gabe. Looks like modern tech has taken over. Hope you are as excited as I am . Leaving literature.