

**What is the
72 Hour Task Force?**

72 Hour
Task
Force

**A joint project of the White
House and the RNC to
Win the voter turnout
battle**

72 Hour Task Force is an effort to fundamentally change the way our party approaches voter turnout. As you will see, in many ways this is a “Back to the Future” approach to grassroots politics.

The President is fully intent on making sure that our party is re-energizing and motivated.

This is not an optional program. It is the direction that the party is going, and has been unanimously agreed to by party leaders at every level.

The White House and the Republican National Committee are working hard to make sure this is not simply a concept, but rather a reality.

To be successful, everyone has to participate. We need your help!

What is the 72 Hour Task Force?



Goals

- **Gain a full understanding of the changes we must make to improve Republican turnout.**
- **Execute over 50 live tests in the 2001 elections.**
- **Conduct “How to” training sessions for Republican volunteers and activists in every part of the country.**

The Task Force was launched by the Bush campaign almost immediately after the 2000 election, with the goal being to fully analyze and understand the things we need to do to make our turnout efforts more effective.

As you will see throughout this presentation, after we exhaustively studied the changes we believed to be necessary, we conducted over 50 live tests in the 2001 off year elections.

We tested a wide variety of approaches, everything from the best use of phone calls, to volunteers, to coalition building.

Now we are conducting training seminars all over the country. We have a very dynamic day long seminar that we are urging everyone to take advantage of. The RNC provides the materials and the speakers for free. I urge you to take advantage of these.

Working Group
Participants

72 Hour Task Force

- **White House**
- **RNC**
- **State Parties**
- **RGA**
- **NRSC**
- **NRCC**
- **Congressional Leadership**



Please understand that this is not simply an RNC project.

As I indicated earlier, all levels of the party are deeply involved.

The White House has provided leadership and direction at every step of the way, and all of the National party committees from the Governors, to the Senators, to the Congressmen have been intimately involved.

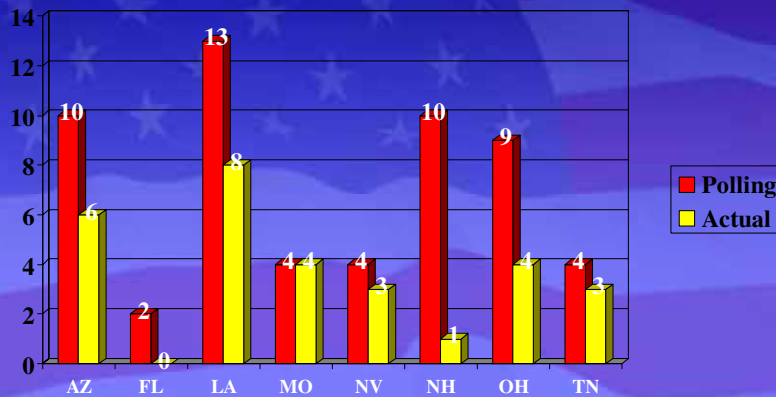
We conducted 4 regional meetings of state party leadership around the country and 47 of the 50 states participated in them.

The other three states have been kicked out of the party.

Final Media Polling Vs. Actual Vote

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In States Bush Won



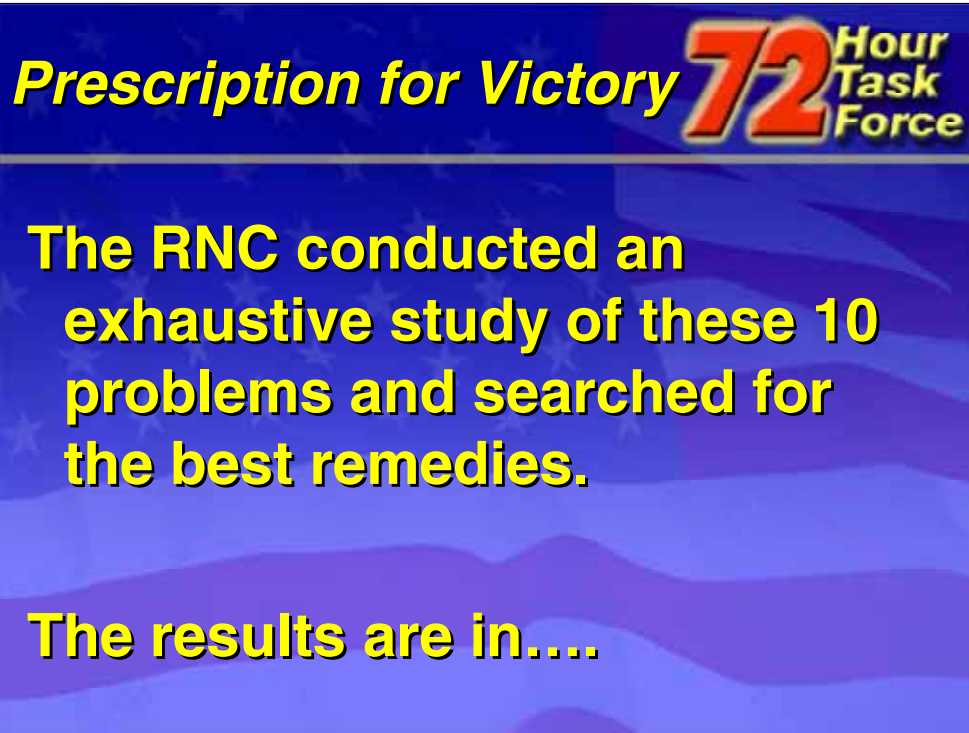
We analyzed polling data from all 50 states but I'll just run through a few to give you a taste of what we found.

This is a sampling of what we discovered in the states that President Bush won.

For each of the 8 states on this chart, the red bar shows you the percentage that the polling indicated President Bush was going to win by. And the yellow bar shows the percentage we actually got on election day.

So in AZ the polling said we would win by 10, but we won by just 6. In FL the polling said we would win by 2, we won by just a chad.

The trend held true in 95% of the states. The Democrats did a better job of getting their voters to the polls in the final 72 Hours.

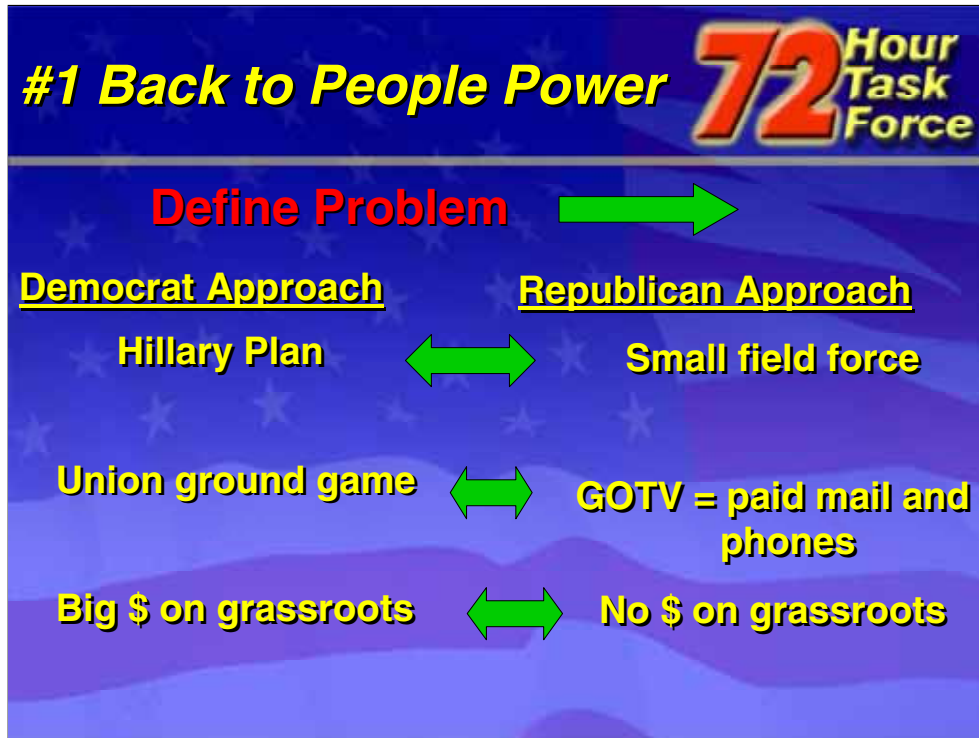


So we took these 10 problem areas, and designed a variety of live tests in the 2001 elections.

The tests were set up to produce specific solutions to these specific problems.

The tests were conducted in the NJ and VA Governor's races, the PA Supreme Court race, and the special elections for Congress in AR and SC.

We also did some testing of voter identification programs in MO.



You see a reference on this chart to the Hillary plan. That is the turnout plan used by the Hillary Clinton for Senate campaign in 2000. It is arguably the prototype for an exhaustive grassroots campaign.

It has a 6 month timeline, all leading up to a crescendo on election day. They organized their vote down to the block level, and used a combination of paid and volunteer staffers.

This is in marked contrast to the typical approach we use.

Also impressive is the approach employed by big labor. They have gone toward an extensive ground game effort.

Unfortunately, too many of our campaigns make the mistake of believing that we can simply pay to send mail and phone calls that will achieve the same result.

#1 People Power Tests **72** Hour Task Force

Test →

10 Tests

- **AR, PA, VA, SC**

**The results were conclusive –
It Works!**

Because of the importance of this, we built in a great deal of redundancy with these tests. We did them multiple times in 4 different elections in 4 different states.

We wanted to be certain that our data and our conclusions are right, and we wanted to build in enough tests to account for the inevitable factor in people tests – some individuals work harder and are more persuasive than others.

As you will see from the next few slides – the results were fully conclusive – Person to Person campaigning really does work!



The next component of turnout that we tackled is the whole area of coalition turnout – that is, the effort to get various constituencies with shared interests to vote for our candidates and to turnout in large numbers.

This is an area where we need dramatic improvement, and the RNC tests clearly demonstrate that we can get it.

The secret for us here is not to simply wait for it to happen, but to go out and make it happen.

#2 Increase Coalition Turnout

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Prescription



**If you need votes from a constituency,
go after them in a serious and
targeted way**

**Don't wait for outside groups to turnout
voters, do it yourself**

So the lesson is clear – if you need to squeeze votes out of a given constituency, and it may not be social conservatives in your area, it may be an entirely different group, but either way, you need to run an aggressive campaign aimed directly at your target constituency.

It's the oldest adage in advertising – it is always easiest to sell people what they want to buy.

Additionally, we cannot sit back and wait for outside interest groups to do this for us.

We have to do it ourselves. And the really good news is – We Can!

#3 Voter Registration

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Techniques:

Registration booths in strong GOP areas

Reverse voter lists for mail and walk

Friendly coalition lists

New citizen naturalization ceremonies

Republican new residents – “Movers”

New utility subscribers

Bounty programs

We won't dwell on this slide today, but it gives a sampling of the various techniques that Republicans around the country have found to be successful.

#4 Sharper Targeting

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Define Problem

Republicans

- Demographic / Geographic based
- One size fits all
- Wordy, informative, ugly mail
- Bland calls

Democrats

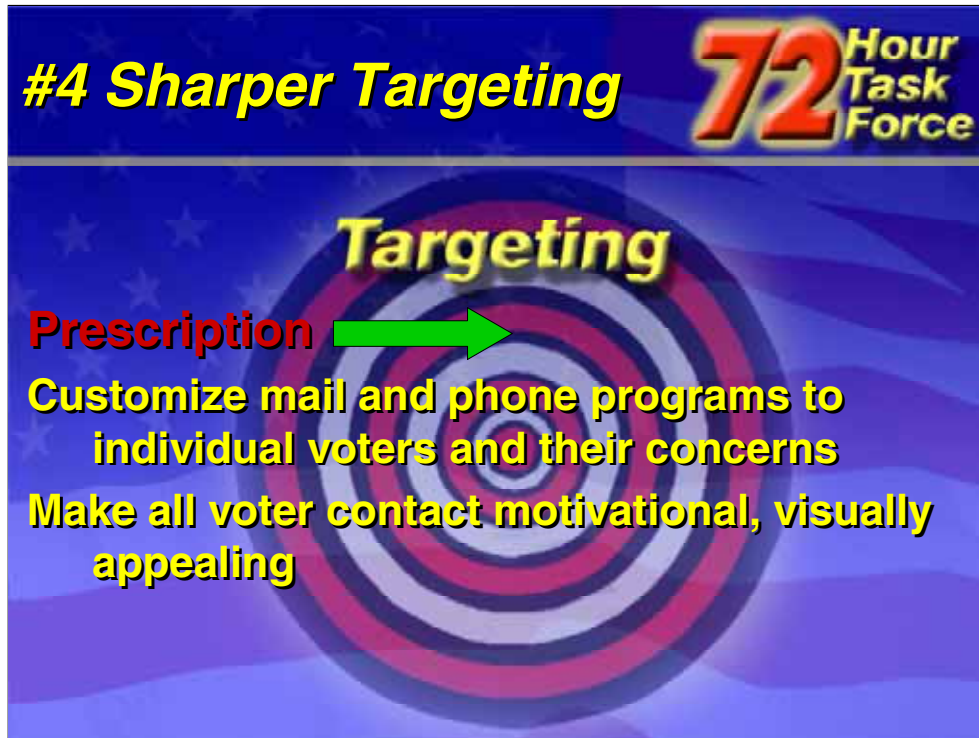
- Individual information / belief based
- Customized
- Crisp, emotional, motivational, pretty mail
- Hysterical calls

This slide compares these approaches.

The Democrats tend to better understand that the best way to communicate with a voter is on the basis of what that individual voter cares about. This is always better than using demographic and geographic information to make assumptions on what voters care about.

A thorough review of mail and phone efforts by both parties clearly demonstrated that the Democrats tend to use more motivational and emotional issues.

We are certainly not suggesting that Republicans need to follow the Democrats into the gutter and get into the business of lying. However, Republicans are sometimes guilty of lecturing the voters on the relative benefits of Adam Smith's economic theory, while the Democrats are going straight for emotion.



In all of our targeting tests the voters who received customized communications were almost 4% more likely to vote for the Republican candidate and were almost 4% more likely to show up at the polls.

So our prescription is obvious -- .

Customize your direct voter contact programs, and make sure the mail looks good and is motivational in nature.

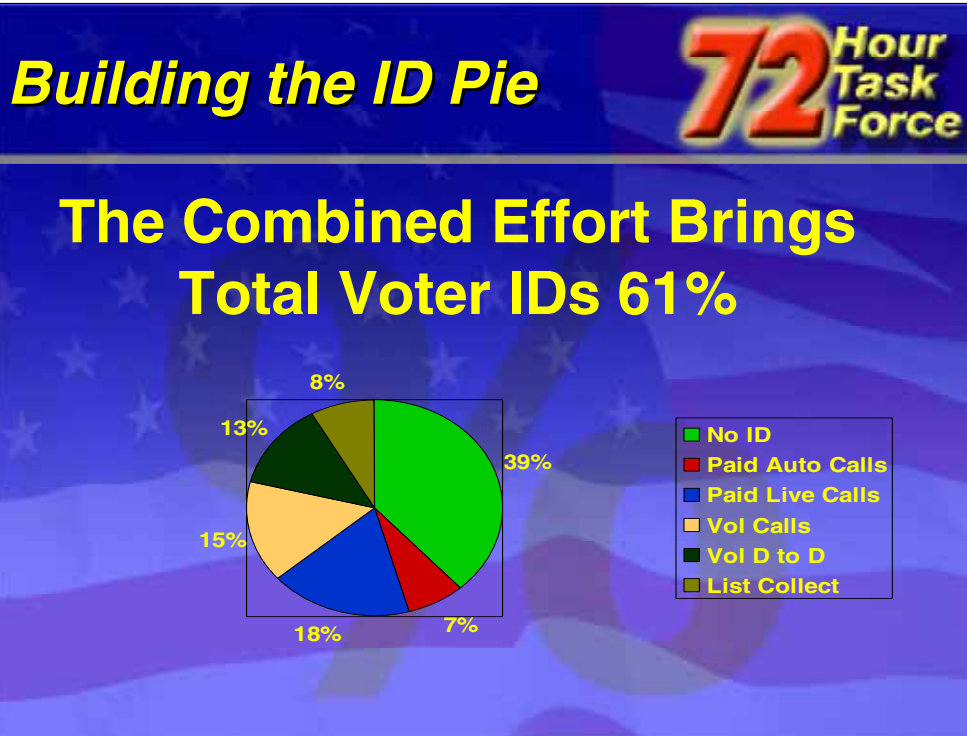
As is the case in most things that are effective, this approach takes more work.

#5 Voter Identification **72** Hour Task Force

Define Problem



**We don't know what voters care about
and we rely too much on paid
programs instead of volunteer
programs**



As you can see, now that we are finished with your precinct, we have individual information on 61%, or 610 of the 1,000 voters in your precinct.

This data will make it much more possible for us to make a connection with these people, and much more possible to win their votes and motivate them to turnout!

It is hard work, but hard work that will pay off and enable us to win the close elections.

#6 Fight for All Votes

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Prescription 

Fight for this vote like you mean it

Be willing to counter-attack

Devote resources

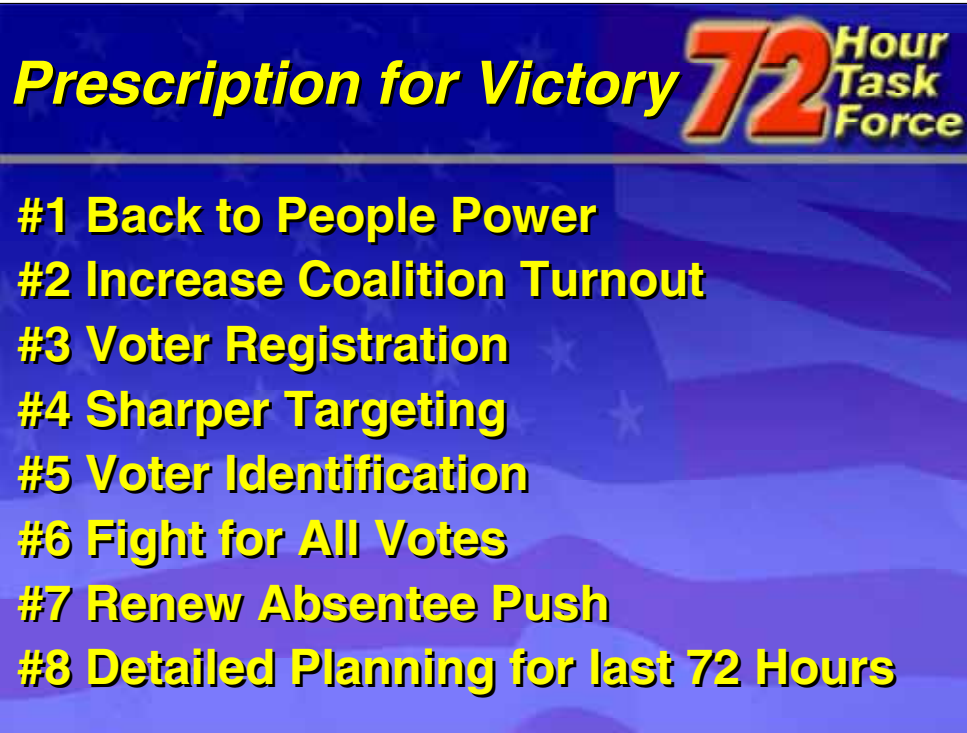
We succeed when we fight for this vote in earnest.

This entails not letting smear tactics stand and being willing to counter attack the Democrats when they level false and inflammatory charges.

Additionally, we can only effectively compete for these votes when we are willing to spend money to do so.

While this test focused on African Americans, there are other constituencies that we must contest for votes in as well.

The Republican message and the Republican President give us a great opportunity to increase our vote share from constituencies that the Democrats consider to be their property.



So to conclude and summarize:

The 72 Hour project has diagnosed the problems,

We have tested the solutions

We have designed the blueprint for victory

And every state has drafted their plan.

Now we are involved in training throughout the country and in making it happen.

We need your help, we need help from your friends and neighbors.