

Bruce Van Allen — Campaign Services

I enjoy providing campaign services that utilize **advanced technical tools** together with my **three decades of experience** organizing local election campaigns.

I offer these services as **separate program packages**, so campaigns may choose how to use their money and volunteers most effectively for field work, mail, and voter mobilization.

There are **three options** for engaging my services — see the box to the right.

Check the Price Summary (last page) about **contract fees** for those who invest ahead in strategy and planning.

I also provide **trainings**. A great way to prepare for a campaign.

- Some campaigns simply select the **voter contact programs** described below that will achieve their goals. Optionally, they can get **targeting analysis** first, which qualifies them for contract fees.
- For more extensive assistance, campaigns contract for **voter strategy consulting**, which also qualifies them for contract fees.
- For organizations and consultants supporting multiple campaigns, a **technical services retainer** assures my availability and contract fees.

— Bruce

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Strategy & Planning

Voter Strategy Consulting

Purpose: To assist the Campaign in developing and implementing its strategy for reaching voters.

Services: *Attend meetings of the Campaign's steering committee to present voter targeting information*

Assist in choosing messages and means of contact for each voter target segment

Assist in scheduling and setting goals for voter contact activities

Monitor schedule and progress toward voter contact goals

Provide regular reports on progress toward goals and responses from voters ("Voter ID")

Assist in evaluating the Campaign's strategy in view of voter response, available resources, and opposition activities

Contract Fee: **\$2500**

Qualifies for discounted fees for campaign services:

Technical Services Retainer

Purpose: To provide availability and discounted fees for repeated services for organizations and consultants supporting multiple campaigns in a given election season (per County).

Services: *Technical campaign services as needed*

Contract Fee: **\$1200**

Qualifies for discounted fees for campaign services:

Targeting Analysis

Purpose: To provide voter counts and analysis for selecting the campaign's voter targets.

Services: *Present voter counts and analysis for the Campaign's jurisdiction*

Review campaign's known supporters, survey data, and jurisdiction's voting history

Recommend target voter segments for mail, absentee voter, and field strategies

Fee: **\$500**

Other Charges:

Voter Target Counts **\$200**

Incorporate supplemental voter data as needed by Campaign:

- | | | |
|--|---------|-------------------|
| • assessor data (owner-tenant) | \$2,000 | plus cost of data |
| • phone directory (increase % of good numbers) | 1,000 | plus cost of data |
| • constituent data (e.g., school parents) | 200/hr | plus cost of data |
| • past election IDed voters | 200/hr | plus cost of data |
| • past election precinct data | 200/hr | plus cost of data |

Qualifies for discounted fees for campaign services:

Field Operations

Neighborhood Base Program (Zone System)

Purpose: To create a localized base for contacting targeted voters.

Services: *Select Target Voters w/ Campaign*

Select Target Neighborhoods w/ Campaign

Schedule Neighborhood Open Houses w/ Campaign

Prepare Calendar and Volunteer Schedule for Program

Prepare packets for each neighborhood:

- Voter Contact lists for phoning & walking
- Precinct Maps
- Tally Sheets for precinct totals of voter contacts
- Invitation Cards localized to neighborhood of each Open House
- Labels/data for Open House Invitation cards
- Open House instructions and checklists

Provide Data Input System for IDed voters from voter contact

Fee: **\$2000**

Precinct Program

Purpose: To assure contact with targeted voters in strategic precincts.

Services: *Select Target Voters w/ Campaign*

Rank precincts for Campaign's strategy

Prepare voter contact packets:

- Voter Contact lists for phoning & walking
- Precinct Maps
- Tally Sheets for precinct totals of voter contacts
- Labels/Data for card to uncontacted voters

Provide Data Input System for IDed voters from voter contact

Fee: **\$600**

Other Charges:

Additional lists 400 each

Phone Bank Program

Purpose: To organize telephone contact with selected voters.

Services: *Select Target Voters and script messages w/ Campaign*

Prepare phone bank packets:

- Voter Contact lists for phoning
- Scripts for phoners
- Tally Sheets for precinct totals of voter contacts

Provide Data Input System for IDed voters from voter contact

Fee: **\$500**

Other Charges:

Additional lists 300 each

Mail Plans

Direct Mail Program

Purpose: To deliver timely messages to all targeted voters.

Services: *Select Target Voters w/ Campaign*

Project counts of target households for print & postage budgeting

Adjust targets for new registrants and absentee voting by time of mailing

Prepare Data or Labels

Transmit Data to mail house OR Deliver labels to volunteers

Fee: **\$500**

Other Charges:

Additional mail files to mail house 300 each

Additional label sets 400 each

Absentee Voter Chase Program

Purpose: To deliver campaign's message to absentee voters the day they receive their ballot.

Services: *Select Target Voters w/ Campaign*

First Batch - Permanent Absentee Voters and Mail Ballot Precincts

- Prepare Data or Labels
- Transmit Data to mail house OR Deliver labels to volunteers

Daily Batches - Voting Month

- Prepare Data or Labels from daily Elections Dept. data
- Transmit Data to mail house OR Deliver labels to volunteers
- NOTE: Could be done weekly instead of daily (not as effective)

Provide Absentee Voter Phone Lists

Fee: **\$1000 – 2500 includes:**

Permanent Absentee Voters 500

Daily Absentee Ballot Applicants 100/day typically 16-20 days

Micro-target Mail Program

Purpose: To deliver specific campaign messages to voters with characteristics identified by the campaign for special emphasis.

Services: *Select Micro-target Voters w/ Campaign*

Project counts of micro-target households for print & postage budgeting

Adjust targets for new registrants and absentee voting by time of mailing

Prepare Data or Labels for each micro-target mailing

Transmit Data to mail house OR Deliver labels to volunteers

Provide custom layouts for mailers to micro-targets

Fee: includes up to 3 micro-targets **\$600**

Other Charges:

Additional micro-targets 300

Coordinate Volunteer Mailings 100/session

Get Out the Vote (GOTV)

GOTV Reminder Phoning

Purpose: To call selected voters the last few days before the election and remind them to vote for the campaign.

Services: *Select GOTV Target w/ Campaign*

- from IDed supporters
- from neighborhood or precinct base
- from party, age, gender, history

Provide phone lists of GOTV target voters

Provide script for phoners

Fee: **\$400**

GOTV Literature Drops

Purpose: To quickly and economically deliver the campaign's message to target voters the last ten days before the election.

Services: *Select GOTV Target w/ Campaign*

Provide precinct drop lists (address only) of GOTV target voters

Provide precinct maps

Fee: **\$300**

GOTV Poll Check Program

Purpose: To check whether selected voters have voted yet on election day, and remind them if they haven't.

Services: *Select GOTV Target w/ Campaign*

Provide poll-check lists of target voters

Provide instructions for poll-checkers

Provide script for phoners to unvoted targets

Fee: **\$1200**

GOTV Election Doorhanger

Purpose: To provide a printed election-day reminder and voter guide to targeted voters, showing candidates and ballot measures endorsed in common by a coalition of community interests.

Note: GOTV Election Doorhangers are usually arranged separately from individual campaigns. Please contact me for further information, or if you'd like to consider other uses of doorhangers for strengthening a campaign's outreach to voters.

Trainings

Voter Strategy Workshop

Purpose: To present methods and insights that allow a campaign to devise a voter strategy that makes the best use of available resources.

Services: *Present a one-day workshop covering these topics:*

- Developing Voter Strategy
- Field Operations
- Media and Mail
- Absentee/Mail Voter Operations
- Get Out the Vote (GOTV) Operations

Build a campaign voter strategy based on a real or hypothetical election

Provide background materials, references, and digital examples

Groups sponsoring workshops are eligible (no obligation) for price discounts on most fees for campaign services in the next election season

Fee: **\$1200/group**

Schedule: *TBA per request*

Technical Campaigning Class

Purpose: To provide methods and practice for the technical aspects of a campaign strategy.

Services: *Present a multi-session class covering these topics:*

- Developing Voter Strategy
- Campaign Timelines
- Campaign Budgets
- Fundraising Research
- Field Operations for Candidate Campaigns
- Field Operations for Ballot Measure Campaigns
- Flexible Mail Plans
- Broadcast Media Campaigns
- Absentee/Mail Voter Operations
- Get Out the Vote (GOTV) Operations

Guide participants in planning a real or hypothetical election campaign

- Develop a campaign voter strategy
- Plan a campaign timeline
- Estimate a campaign budget

Provide background materials, references, and digital examples

Participants completing the class are eligible (no obligation) for price discounts on most fees for campaign services in the next election season

Fee: **\$500/person**

Schedule: *TBA at the start of each election cycle and per request*

Single Topic Trainings

Purpose: To provide brief intensive trainings for campaign staff in specific technical and strategic topics.

Services: *Present single-session trainings covering topics such as:*

- Analyzing Voter Data for Targeting
- Absentee Voting Strategies and Methods
- Mail Micro-Targeting

Provide background materials, references, and digital examples

Fee: **\$250/person**

Schedule: *TBA at the start of each election cycle and per request*

2006 Price Summary

Item Fee Contract Fee

Strategy & Planning

Voter Strategy Consulting	2500	(qualifies for contract fees)	\$
Technical Services Retainer	1200	(qualifies for contract fees)	\$
Targeting Analysis	500	(qualifies for contract fees)	\$
Voter Target Counts	200	150	\$
Incorporation of Supplemental Data (as needed)			
assessor data (owner-tenant)	2,000	plus cost of data	\$
phone directory (more good numbers)	1,000	plus cost of data	\$
constituent data (e.g., school parents)	200/hr	plus cost of data	\$
past election IDed voters	200/hr	plus cost of data	\$
past election precinct data	200/hr	plus cost of data	\$

Field Operations

Neighborhood Base Program	2000	1600	\$
Precinct Program	600	400	\$
Additional lists (packet sets)	400 each	300 each	\$
Phone Bank Program	500	350	\$
Additional lists (packet sets)	300 each	250 each	\$

Mail Plans

Direct Mail Program	500	350	\$
Additional mail files to mail house	300 each	250	\$
Additional label sets	400 each	350	\$
Absentee Voter Chase Mail Program	split below		
Permanent Absentee Voters	500	350	\$
Daily Absentee Ballot Applicants	100/day	typically 16-20	\$
Micro-target Mail Program (up to 3 micro-targets)	600	400	\$
Additional micro-targets	300	250	\$
Coordinate Volunteer Mailings	100/session		\$

Get Out the Vote

GOTV Reminder Phoning	400	TBA	\$
GOTV Literature Drops	300	TBA	\$
GOTV Poll Check Program	1200	TBA	\$
GOTV Election Doorhanger	NA		

Training

Voter Strategy Workshop	1200/group		\$
Technical Campaigning Class	500/person		\$
Single Topic Trainings	250/person		\$