

DEMAND A SEAT



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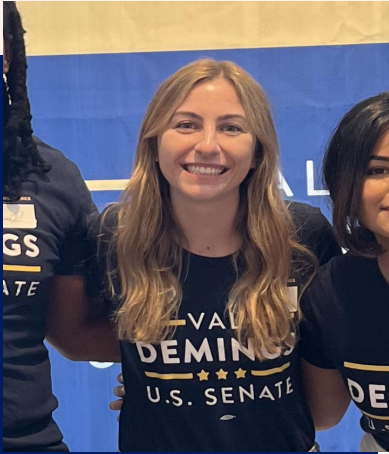
Session 3: How We Talk To Voters



**KELLI
KLEIN**

Managing Director, Digital
Everytown for Gun Safety





KATIE JEVIN

Press Secretary, Federal
and Political
Communications
Everytown for Gun Safety





**CONNER
JURE**

Campaigns Strategist,
50+1 Strategies





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SESSION GOALS

- Review the types of voter contact
- Define voter universes and discuss targeting best practices
- Understand what makes a message effective
- Learn about the basics of paid media
- Prioritizing digital platforms and formulating your campaign's digital strategy

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TYPES OF VOTER CONTACT



EARNED MEDIA



Gun control advocacy group gives political candidates a boost in races with special program

Everytown for Gun Safety has provided support and training since 2021.

By [Sarah Baniak](#), [Bobby Gehlen](#), [Imtiyaz Delawala](#), and [Ivan Pereira](#)

November 9, 2023, 9:06 AM



Media coverage of your campaign

Quotes in a newspaper

Recorded interviews

Coverage of a debate

Podcast interviews

*You're in control of what you say,
but not what is said about what you say*

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ORGANIZING



Direct voter contact

Tabling

Presence at high-traffic locations

House parties

Digital tactics

*Volunteer engagement and
empowerment*

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PAID COMMUNICATIONS



Mailers

Social media ads

Radio

TV ads + CTV/OTT

Billboards

Newspaper ads

You're in control of the message

PERSUASION



*Sway or influence
someone's opinion
towards supporting you*

REGISTRATION



Expansion of your base

MOBILIZATION



*Activate those who are
already supporting you*

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FOR OUR SENSE IN AMERICA
www.actiondemands.org

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moms

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VOTER UNIVERSES

VOTER UNIVERSES – DEFINITIONS

		Candidate Support		
		Very Strong Opponent	Swing Voters	Very Strong Support
Voting Propensity	Seldom or Never Vote	1	2	3
	Sometimes Vote	4	5	6
	Always Vote	7	8	9

Universe: a specific group of voters

Voter File: a tool to analyze the voters in the area in which your campaign is running

Some voter contact strategies might allow you to broaden your voter universes.

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Let's Practice

Election day is 3 weeks away and ballots were mailed out last week. Early voting starts next week. What numbers on this graphic would you target?

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It's about 8 months out from the election, and you're trying to persuade voters to vote for you instead of the incumbent you're challenging. What numbers on this graphic would you target?

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It's about 3 months out from the election, and you want to target voters you know will vote for you, but you know they usually only vote in presidential elections, and your election is in March of 2025.

What numbers on this graphic would you target?

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You launched your campaign last week and have recruited several fantastic volunteers from your personal networks, but your campaign needs to start recruiting more volunteers. What numbers on this graphic would you target?

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Let's Practice

Ballots will be mailed out in 3 weeks, and your campaign recently received an endorsement that resulted in some extra campaign money that your team can use to talk to voters. What numbers on this graphic would you target?

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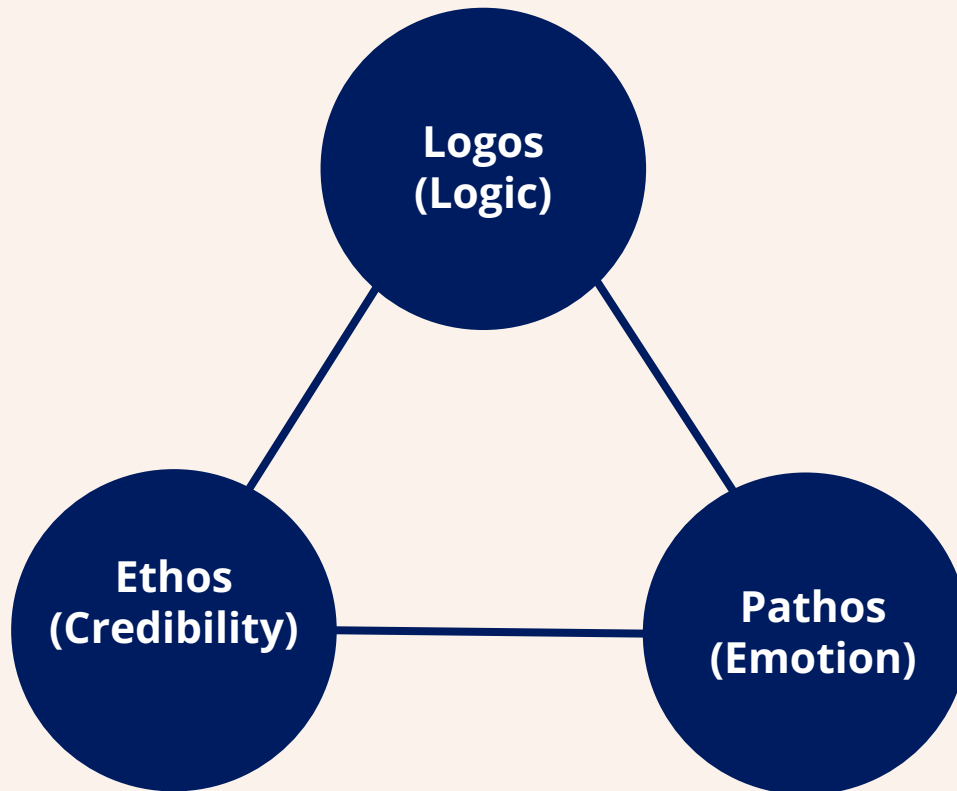


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EFFECTIVE MESSAGING

WHAT MOTIVATES AN AUDIENCE?



AN EFFECTIVE MESSAGE IS...

Credible

Concise

Relevant

Compelling

Contrasting

Repeating

EFFECTIVE MESSAGING

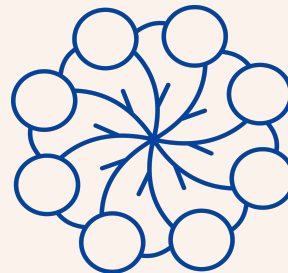
Effective Messaging should...



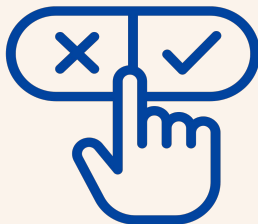
Prioritize and illustrate election outcomes over the process



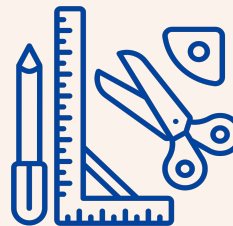
Start and end aspirationally



Combine individual outcomes with collective ones

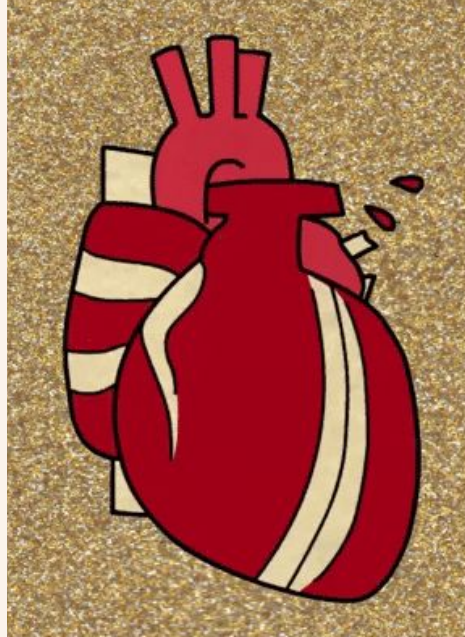


Outline causation and make clear the choices that led to our current outcomes



Be tailored for your audience

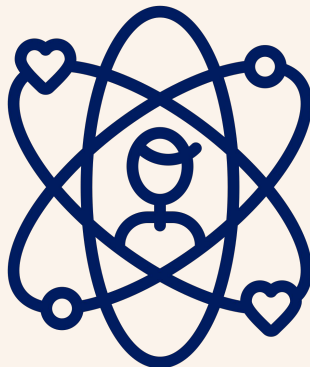
YOUR CORE MESSAGE



Your **core message** is the narrative of your campaign that amplifies through communications.

YOUR CORE MESSAGE

Values-based Messaging



Value-based messaging has been proven to be more effective in earning the trust and support of an audience, and it allows you to stay true to your campaign

Values, unlike policy positions, **speak to our personal truths and our shared humanity**

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**CRAFTING CORE
TALKING POINTS**

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FOR GUN SENSE IN AMERICA
momsdemandaction.org

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WHAT ARE TALKING POINTS?

Talking points are *literally* what the candidate (or staffer, endorser, or whoever else is talking on behalf of the candidate) would say on a given issue

- Talking points are something that someone running for office would actually say
- Talking points are something that your audience will connect to
 - Use Effective Messaging techniques



CRAFTING TALKING POINTS

Crafting talking points isn't challenging if you've written your policy standpoints out

- Condense your in-depth policy points into easy concepts

No matter how long or short your points are, they need to be **captivating, convincing, and compelling**

You should also have talking points for:

- **Frequently asked questions**
- **Counterpoints against your opponents**

As always, make sure you're using the feedback you get from voters, at endorsement meetings, during candidate forums to adjust your talking points



EXAMPLE OF TALKING POINTS

Nabeela Syed on Public Safety

Nabeela's generation grew up doing active shooter drills and she will work tirelessly to make sure her children will not have to. She supports funding our first responders so they can do their jobs and keep our communities safe. The Illinois legislature just passed bills requiring universal background checks and banning ghost guns which are guns that can be assembled by the user and do not have serial numbers. This is a step in the right direction to keep our communities safer, but there's more to do.

Gun deaths are preventable. We need gun reform now.

As State Representative, Nabeela will...

- Fight for a ban on military-style assault weapons.
- Stop the flow of illegal weapons coming into Illinois from neighboring states. A majority of gun-related crimes in Illinois are using illegal guns from neighboring states
- Increase gun owner accountability and improve crime gun tracing by fighting for mandatory firearm registration
- Advocate for secure storage laws which require guns to be stored in a gun safe or with a locking device

MESSAGING BEST PRACTICES

- Your audience may **know absolutely nothing about gun safety or the gun violence prevention movement.**
- Your audience may be **ambivalent or resistant** to your point of view.
- Your audience may be someone with **their own experience of violence, grief or trauma.**



MESSAGING BEST PRACTICES

- Always start with a **shared value statement**
 - ***Example: “We all want to keep our families safe”***
- Work in language to **ease genuine fears**
 - *Example: when discussing risks of arming teachers, include alternative, effective solutions to preventing gun violence in schools*



HOW WE TALK ABOUT GUN SAFETY

INSTEAD OF SAYING	SAY THIS INSTEAD
<ul style="list-style-type: none">• “Gun control”	<ul style="list-style-type: none">• “Gun safety”• “Gun violence prevention”• We all want to keep our families safe
<ul style="list-style-type: none">• We don’t criticize “gun owners” or “NRA members”	<ul style="list-style-type: none">• Counterweight to the NRA’s extremist leadership/gun lobby leadership/gun lobby
<ul style="list-style-type: none">• “Universal background checks”	<ul style="list-style-type: none">• “A background check on every gun sale”
<ul style="list-style-type: none">• “Safe storage”	<ul style="list-style-type: none">• “Secure storage”
<ul style="list-style-type: none">• “Open carry”• “Constitutional carry”	<ul style="list-style-type: none">• Permitless carry, gutting/dismantling our permitting system for who can carry hidden, loaded firearms in public



MESSAGING BEST PRACTICES

We all want to keep our families safe. It's time for the Senate to act on stronger **gun control** laws so that guns don't fall into the hands of **felons or the mentally ill**.



We all want to keep our families safe. It's time for the Senate to act on stronger gun safety laws so that guns don't fall into the hands of those who are a danger to themselves or others.

MESSAGING BEST PRACTICES

From **accidental** shootings by children, to domestic violence with guns, 125 people in the United States are **lost to gun violence** every day.



From unintentional shootings by children, to domestic violence with guns, 125 people are shot and killed, hundreds more are shot and wounded and countless others are traumatized by gun violence in the U.S. every day.

LET'S PRACTICE – CAPSTONE

**Break out into your Capstone Group to develop
your campaign's "Elevator Pitch"**

**Start to lay out your campaign's Core Message
and use Effective Messaging techniques as you
draft**

You will have 10 minutes to draft.

How did that go?

**Was there anything difficult
about drafting for another
candidate vs. yourself?**

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CAMPAIGN COMMUNICATIONS



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As you watch this video, think about what makes this a good example of Effective Messaging.

Credible

Concise

Relevant

Compelling

Contrasting

Repeating



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PAID COMMUNICATIONS



Mailers

Social media ads

Radio

TV ads + CTV/OTT

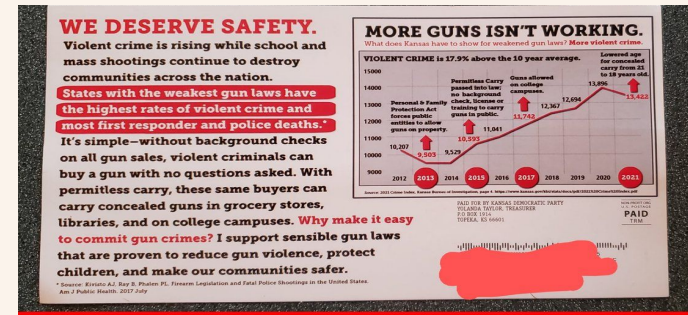
Billboards

Newspaper ads

You're in control of the message

Campaign mail should be succinct and straight-to-the-point, but captivating enough for a voter to actually read through the whole thing to digest your campaign's message.

- Direct mail generally won't start until closer to election day
- Use tested messages and targeted audiences based off of polling or insights from direct voter contact



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NO NONSENSE. JUST RESULTS. JO ELLA GETS THE JOB DONE.

This Nov 8th
Unite to Re-Elect

Jo Ella
Kansas Smart Kansas Heart!

HOYE
your Representative for
HOUSE DISTRICT 17

MOMS DEMAND ACTION
GUN SENSE CANDIDATE
2022

EVERYTOWN
End Gun Violence

ENDORSED

JoEllaForKansas.com

Paid for by Kansas Democratic Party, Yolanda Taylor, Treasurer P.O. Box 1914 (Topeka, KS 66601)

LIVE SAFELY WITH GUN SAFETY

REQUEST A MAIL-IN BALLOT AT
voter.jocoelection.org

WE DESERVE SAFETY.

Violent crime is rising while school and mass shootings continue to destroy communities across the nation.

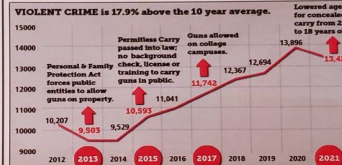
States with the weakest gun laws have the highest rates of violent crime and most first responder and police deaths.*

It's simple—without background checks on all gun sales, violent criminals can buy a gun with no questions asked. With permitless carry, these same buyers can carry concealed guns in grocery stores, libraries, and on college campuses. **Why make it easy to commit gun crimes?** I support sensible gun laws that are proven to reduce gun violence, protect children, and make our communities safer.

* Source: Rivara AJ, Ray B, Phalen PL. Firearm Legislation and Fatal Police Shootings in the United States. Am J Public Health. 2017 July.

MORE GUNS ISN'T WORKING.

What does Kansas have to show for weakened gun laws? **More violent crime.**



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ROZIA HENSON
DEMOCRAT FOR DELEGATE

Endorsed by:
EVERYTOWN
FOR OUR SAFETY

On average, someone is killed with a gun **every 9 hours** in Virginia.

ROZIA HENSON KNOWS IT'S TIME TO
Put Their Rights and Safety *First*

source: <https://fivethirtyeight.com/news/gun-violence-statistics/>

ROZIA HENSON IS BRINGING US TOGETHER TO PROTECT OUR RIGHTS AND SAFETY

www.roziahenson.com
f t i
#roziahenson

Rozia H. Henson for Virginia
PO Box 4026
Woodbridge, VA 22194
roziahen.com

WE NEED ROZIA IN RICHMOND TO BRING US TOGETHER TO:

- > Defend our right to reproductive health care
- > Strengthen gun safety laws

When **Rozia Henson** grew up in Woodbridge, the women in his family had a legal right to reproductive freedom, and his parents could send him to school knowing he'd come home safe.

But today, gun violence is out of control—and a woman's right to abortion care is at risk.

As a legislative aide in the Virginia State Senate, Rozia helped bring together families, advocates, and lawmakers from *both sides* to pass Brendon's law, which protects us from gun violence.

WTVR.com 2/19/2014

"Va. lawmakers pass Brendon's Law to toughen celebratory gunfire punishment."

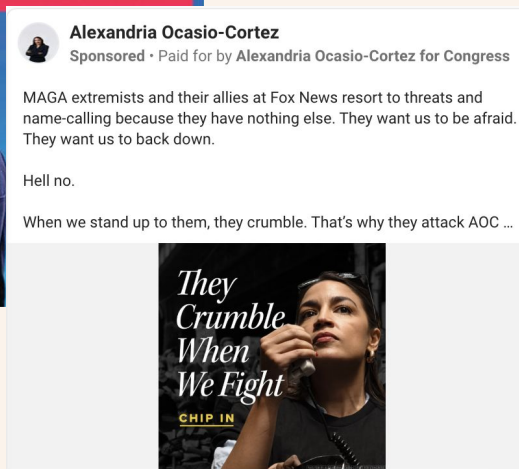
VOTE ROZIA HENSON FOR DELEGATE ★ DISTRICT 19

PRIMARY ELECTION DAY IS JUNE 20 VOTE EARLY TODAY!

Learn More About Rozia

Digital ads should be eye-catching and captivating

- It's important to maintain a presence on social media and use it as an information sharing tool
- **You don't need to spend a lot of money on these ads to be effective!**
- Be authentic and show your personality
- Use the analytics to analyze the results of your ads and make adjustments as necessary
- Make your ads accessible to all viewers.



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Alexandria Ocasio-Cortez

Sponsored • Paid for by Alexandria Ocasio-Cortez for Congress

MAGA extremists and their allies at Fox News resort to threats and name-calling because they have nothing else. They want us to be afraid. They want us to back down.

Hell no.

When we stand up to them, they crumble. That's why they attack AOC ...



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VOTE

Ranjeev Puri for State Representative

I am voting for Ranjeev Puri to become our next state representative because I am confident he has the experience to lead our community. With your support, he will hit the ground running and deliver results for you and your family.

- STATE REPRESENTATIVE KRISTY PAGAN



RANJEEV PURI
*Democratic candidate
for State Representative*

KRISTY PAGAN
*Current State Representative
Term-Limited Incumbent*

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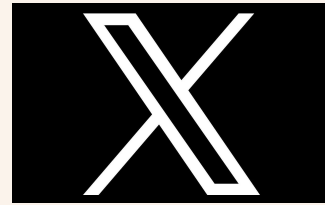
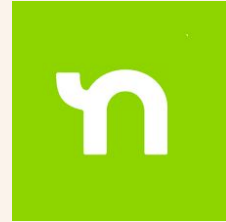
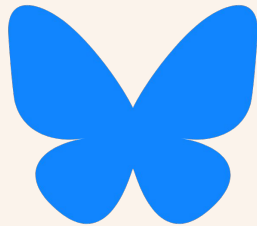
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FOR OUR SENSE IN AMERICA

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FOR OUR SENSE IN AMERICA

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DIGITAL COMMUNICATIONS



DIGITAL STRATEGY

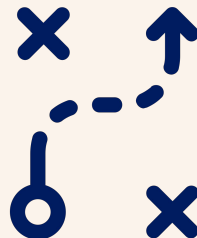
Building Your Campaign's Digital Strategy



Describe the problem
you're trying to solve in
simple terms



Select your
Associated Goals,
Audiences, and
Outcomes

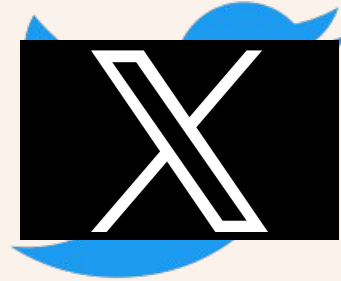
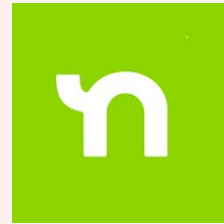
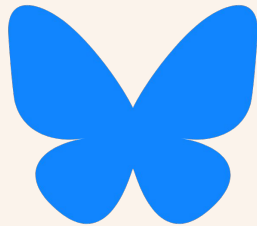
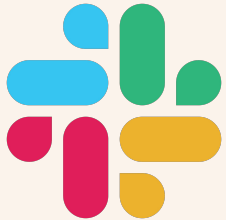


Select your
Tactics, Set Some
Numeric Goals



Put it all together: Describe how
your strategy, goals, and tactics
align towards solving your
problems

DIGITAL PLATFORMS – OVERVIEW



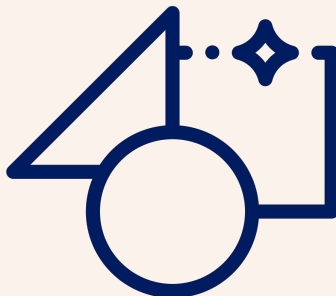
	VISIBILITY	ACQUISITION	PERSUASION
GOAL	Media coverage, influence decision-makers, stunt, pressure, thank or spank	Adding new members to your supporter base, get donors, volunteers, voters, etc.	Convincing a general public audience to support an issue or raise awareness, name ID, etc.
CREATIVE	Combination of high impact / low frequency (billboards, homepage takeovers, etc.) lower impact / high frequency (targeted Facebook, display, Twitter, etc.)	Low impact / high frequency (Targeted Facebook, display, Twitter, etc.)	Medium frequency (video and audio) high frequency of low impact creative layered in
AUDIENCE	Influences, legislators, and base	Base	A defined segment of the general public (women 30+, Democrats, Latinos, etc.)
MESSAGE	Attention grabbing + attacking a specific vulnerability	Affirming what audience already believes with a low friction way to act on that belief	Concise, clear, persuasive
MEASURING SUCCESS	Press, impact on target, impact for partner	Cost per acquisition	Polling

DIGITAL COMMUNICATIONS

Don't Waste Your Time



FB comments / trolls



Designing your
own graphics



Trying to do everything

The goal of a good email program is to mobilize your supporters to take actions to support your campaign.

- You want an audience who will open and engage with your content
- Have an ask, and rotate your asks
- Emails are a great tool to utilize rapid response
- Anywhere you meet people, capture their emails!

Friend,

New York City wouldn't be what it is today without the tireless efforts of working class people who've made it their home.

Millions of New Yorkers wake up every day to work, raise their families, and try to find some peace and joy in this city. Each and every one of them leads a life that impacts countless more, and the communities they have built along the way shape the city we love. **For many of us though, it has become increasingly impossible to get by here.**

[I'm trying to fix the cost of living crisis that so many of us are facing, but I need your help.](#)

ZOHRAN
FOR NEW YORK CITY
CHIP IN!

And this guy has promised to "fight like hell" for her if she does.



It is going to take a historic grassroots campaign to take on the entire MAGA right if this happens.

The stakes are high - losing this Senate seat would be devastating for Democrats. So Jon **Ossoff** needs our help -- and he needs it early. So we're asking:

[Can you please rush a \\$10 contribution directly to Jon Ossoff's campaign for Senate in Georgia? We need to build a strong foundation before Republicans like Marjorie Taylor Greene start jumping into the race.](#)

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Repeating



Jon was declared the winner by major networks just as this was unfolding at the Capitol.



Four years later, one of the biggest purveyors of the stolen election conspiracy is considering running for Senate.



And this guy has promised to "fight like hell" for her if she does.



It is going to take a historic grassroots campaign to take on the entire MAGA right if this happens.

The stakes are high - losing this Senate seat would be devastating for Democrats. So Jon **Ossoff** needs our help -- and he needs it early. So we're asking:

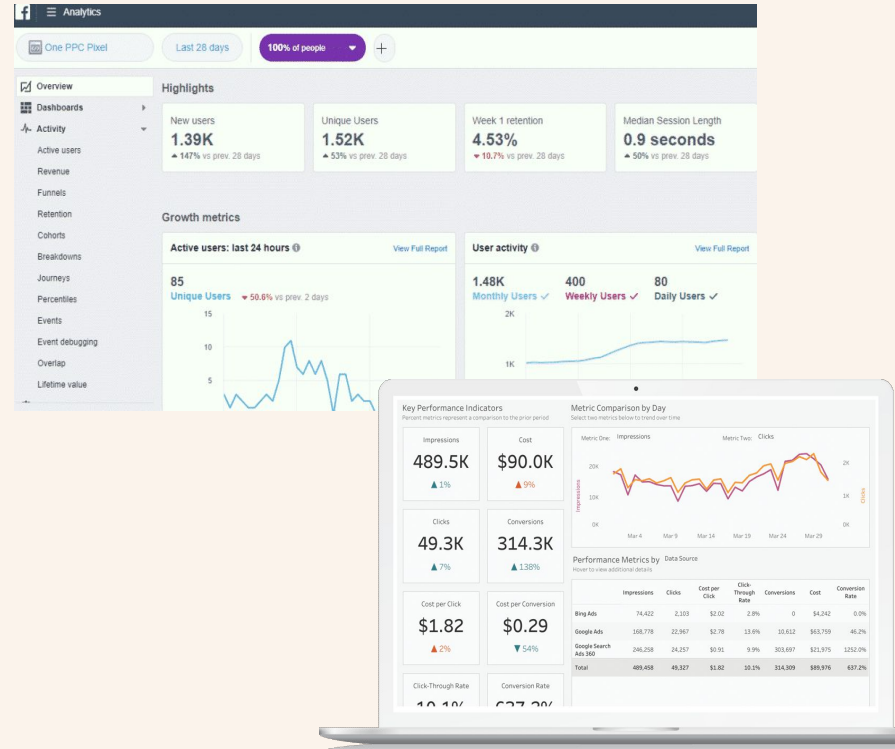
[Can you please rush a \\$10 contribution directly to Jon Ossoff's campaign for Senate in Georgia? We need to build a strong foundation before Republicans like Marjorie Taylor Greene start jumping into the race.](#)

MEASURING SUCCESS

Most platforms have some way to view the analytics of your post or outreach attempt

- Delivery - Impressions
- Engagement - Link-Clicks
- Video - Video Completes in specific Zip Codes
- Fundraising - Sources of Online \$

Whether you have volunteers, consultants, or staff running elements of digital for you, it's critical to have a weekly report of all the data so you can make informed decisions and adjustments as you go.



MEASURING SUCCESS

It's Always Okay to Ask!

Performance changes based on goals, targeting, creative, and market environment. That means that even with some benchmarks it's always okay to ask what you're going to get to figure out if paid media is the right move for your campaign.

- **Anticipated CPA** - acquisition / growing lists
- **Anticipated CPC**- click / driving traffic
- **Anticipated CPV**– view / video views
- **Anticipated CPM** – millions / impressions most number of people
- **Recommended flight time** – When can we anticipate getting the names / folding them into the list

POTENTIAL COSTS

Staff & Volunteers	<ul style="list-style-type: none">- Volunteers: free!- Paid fellows: \$2400/mo- Staff: \$3,00-\$4,000/mo
Vendors & Consultants	<ul style="list-style-type: none">- Firm retainers: \$3,500-\$8,500- Ad commission: 12%-20%- Common advertising CPMs: \$5-\$15- Common advertising CPAs: \$1.50 - \$10
Tools & Tech	<ul style="list-style-type: none">- CRM: \$100-\$750/mo- Blast SMS: \$250-\$1500/mo- P2P SMS: 2-4 cents per text- So much other potential software!
Creative & Content	<ul style="list-style-type: none">- Day rate for photo/video: \$750-\$2000- Websites: Free to \$20,000

It's up to you and your campaign's goals to determine what's worth investing in!

TAKEAWAYS

1

There are multiple ways and reasons to contact voters, but it's important to make sure your message is targeted

2

Having an effective message is crucial in order to connect to voters, and you should be able to be able to use that message effectively across a variety of mediums and strategies

3


You're in control of your campaign's digital and paid media strategy

**DEMAND
A SEAT**



DEMAND. RUN. CHANGE.

ANY QUESTIONS?

MOMS 
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ACTION**
FOR GUN SENSE IN AMERICA

