

Our GOTV Plan

Please donate to help us save democracy.

We get no financial help from the state or national party. Even though we have 13,000 registered voters in the county democrats only bring 2-3k votes every election and even the Republicans only bring at max about 5-6k votes. We are too small with too many apathetic voter for them to care about us in any meaningful way.

This is our GOTV plan in order to try to get up to 3-4k Democrats voting in Calhoun this election.

1. More Beto highway signs
2. More Beto yard signs
3. Polling Location signs
4. Text banking
5. Sisters United targeted text campaign
6. GOTV apps: Context Texas & Reach
7. Phone banking and canvassing (if we can find volunteers)

But all of this takes money.

This is how it all breaks down:

Right now we have spent:

1) **$387** for 100 Beto yard signs plus shipping. We have 83 of these signs left. Club members get up to 2 free because a Club member is donating $500 for Beto signs for the Club.

We are selling the signs for **$5 each**.

2) **$240** for 40 3-person yard signs that list our top 3 state candidates: Beto, Collier, & Garza. This was a sign created by the Atascosa Democratic Party .We have 34 of these left.

We are selling them for **$7 each**.

3) **$132** for 6 4x6 Beto highway signs. We have no more of these and need 12 more of these for our polling locations. We also have members who want some of their own.

Forthcoming admin expenses:

In September and October we have the yearly cost for the website, the newsletter, the post office box and so forth. I and the club are covering it so far but that's about **$600**.

Forthcoming sign expenses:

1) As I said, we need at least 12 more of the Beto highway signs just for our polling locations. Several members have also shown interest in buying such signs for themselves from us as well. And including some highway areas we want to target we probably need to get about 20 more that's nearly **$500**.

2) A county chair is in the process of contracting with a printer to create 4x4 signs that will list ALL of our state candidates and another one for the judicial candidates. Those will cost us $32 each. https://www.calhountxdemocrats.org/post/update-on-signs

We definitely want at least 12 of each of those signs for our polling locations, 24 signs. That's about **$800**.

3) If we are able to give/sell our 83 Beto yard signs before October 1st we are going to order another 100 that's another **$387 including shipping**.

4) Maclovio signs. I don't know how many we can get or how much. He hasn't got back to me on it yet. But we want at least 12.

There are also upcoming texting/digital ad expenses:

1) Sisters United is a group that helps turnout women (and their families) to vote. They have shown consistently to increase voter turnout by 25%.

Unlike our neighboring counties (Aransas, Victoria, Lavaca, Bee, etc) Texas Democratic Party will not pay Sister United to do targeted voter digital ad outreach so we need to cover the cost ourselves.

It will be about **$600**. We need to have them paid by mid September to join the program. So that's in about 2 weeks.

2) Our own text bank will be up this weekend or next week. It is a county-wide Partisan ID to help us to get our VAN list organized.

We will target the county in segments. The first is a VAN list of 1,850 Reliable Dems. We will then move to Lean Dem, Unknown, Lean Republican, Reliable Republican.

It is hard to say how much this will cost because they charge $0.02 per text segment (50 words?) and depending on script and interaction with voters it could be more or less than that. But looking at the numbers it may only cost us about $33 to target our initial 1,850 (due to opt outs, non-responses, etc) it may only cost us **$500** to do everything we want. It may cost more.

Since we are splitting it up in segments we can keep track of our costs.

The initial voter identification campaigns will be the biggest and most expensive campaign but will be done by end of September.

The last 2 campaigns will only be directed towards people we think will vote for Democrats and it will be the fastest and cheapest campaigns. It will be reminding them to vote and when/where for the Early Voting time period and then for Election Day.

ESTIMATE

To achieve everything it will probably be **$4,000**.

If we don't receive that...we will be doing triage focusing on the most needed things.

That means there will not be more 4x6 Beto signs around the county nor at the polling places as we will focus on getting the polling site 4x4 signs the other county chair is working on. So we definitely need **$400** (for just the state candidates) **$800** (for also the judicial candidates).

The text banking is about to start, no matter what. That is about **$500**.

We may get more Beto yard signs but that depends on how much we have at hand and how many we can sell.

I will try to see if I can work out a payment plan with Sisters United. If not...then I don't know. It would hurt us to miss out on their program. It will increase our voter turnout by at least 500 voters.

That's huge in this county.

But it's also **$600**...