

5 Question Playbook

to Get Out the Vote

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5 QUESTIONS TO ASK

The single greatest item that impacts voter retention and increased voter turnout is the accuracy of your most valuable asset – your voter information. A successful campaign begins with good data because your voters want to be treated as individuals, with respect and understanding, and they want to be confident their contributions to your campaign are being used efficiently and effectively in support of their chosen candidate.

Here are 5 questions you should ask yourself as you look to determine the state of your voter information, and how it can be improved to boost voter acquisition, grow campaign donations and increase voter turnout.



Existing Voter



Look-Alike Audience

1. HOW DO I FIND NEW VOTERS SIMILAR TO MY EXISTING VOTERS?

Voter profiling helps you identify the ideal voter for your particular campaign or platform. Marketing solutions companies can offer a relatively inexpensive Customer Look-Alike Report that applies demographic elements including: age, gender, race, education, income, marital status, presence of children, homeowner/renter, and more.

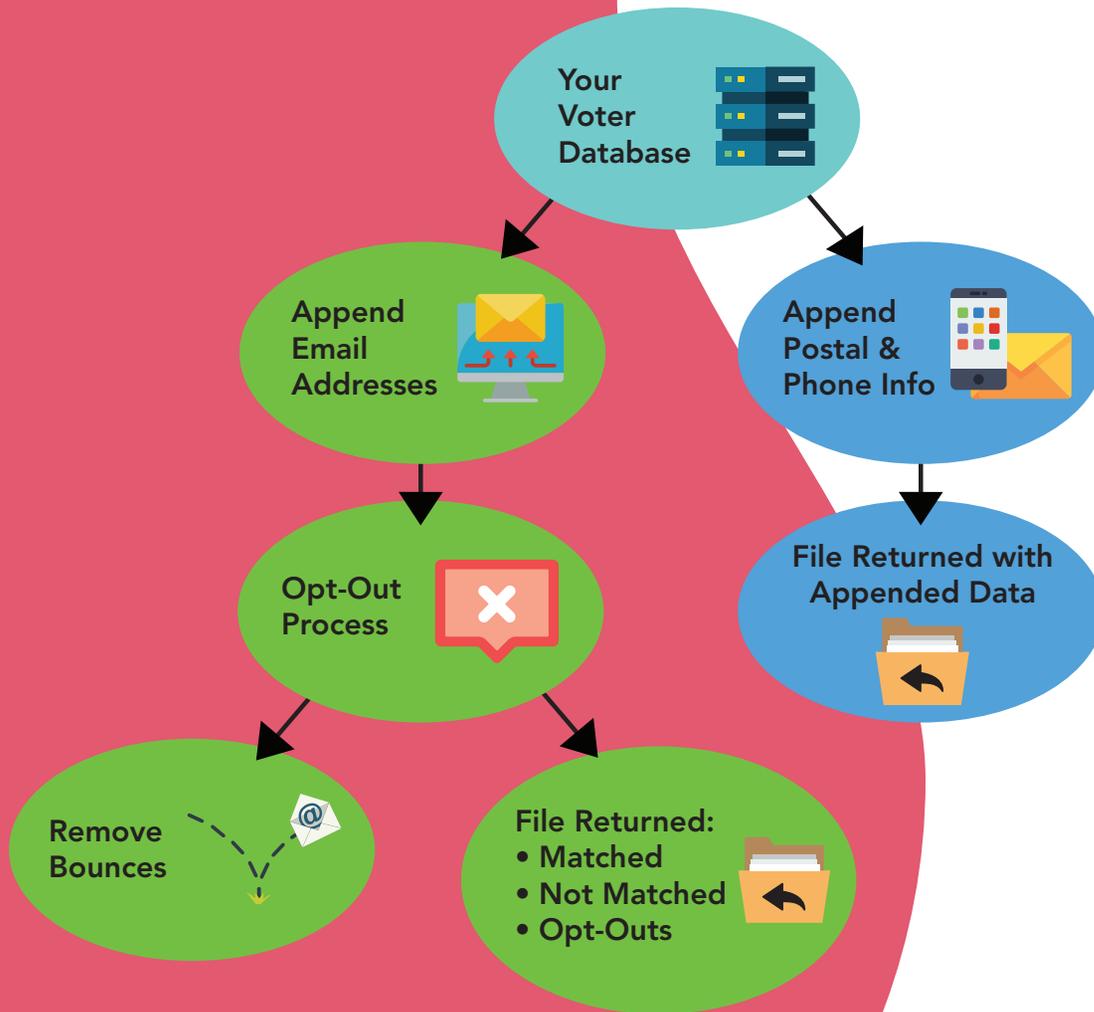
The result will be a demographic portrait of your loyal voters and contributors plus a calculated Market Penetration Index which enables you to define the prospective market potential. Once you have a demographic portrait of your most loyal contributors, you can purchase a mailing list of potential new voters that share attributes with (or “look like”) your best current supporters.

2. WHY SHOULD I USE VOTER AND DEMOGRAPHIC DATA?

The best way to strengthen voter relationships is to use highly relevant communication and personalized messaging. But in order to do this, you need to first know who your voters are.

You will want to use voter and demographic data to find out what your supporters care about. Find out things like their: hot button issues, likeliness to vote, opinions on green initiatives, party identity, voting history and more! By utilizing better data for deeper insights, you can personalize your messaging at scale for every target voter and demographic. Plus, narrow your search by targeting specific districts – like voting districts, school districts, carrier routes and more.





3. HOW CAN I ENRICH MY VOTER RECORDS TO EXPAND MY REACH?

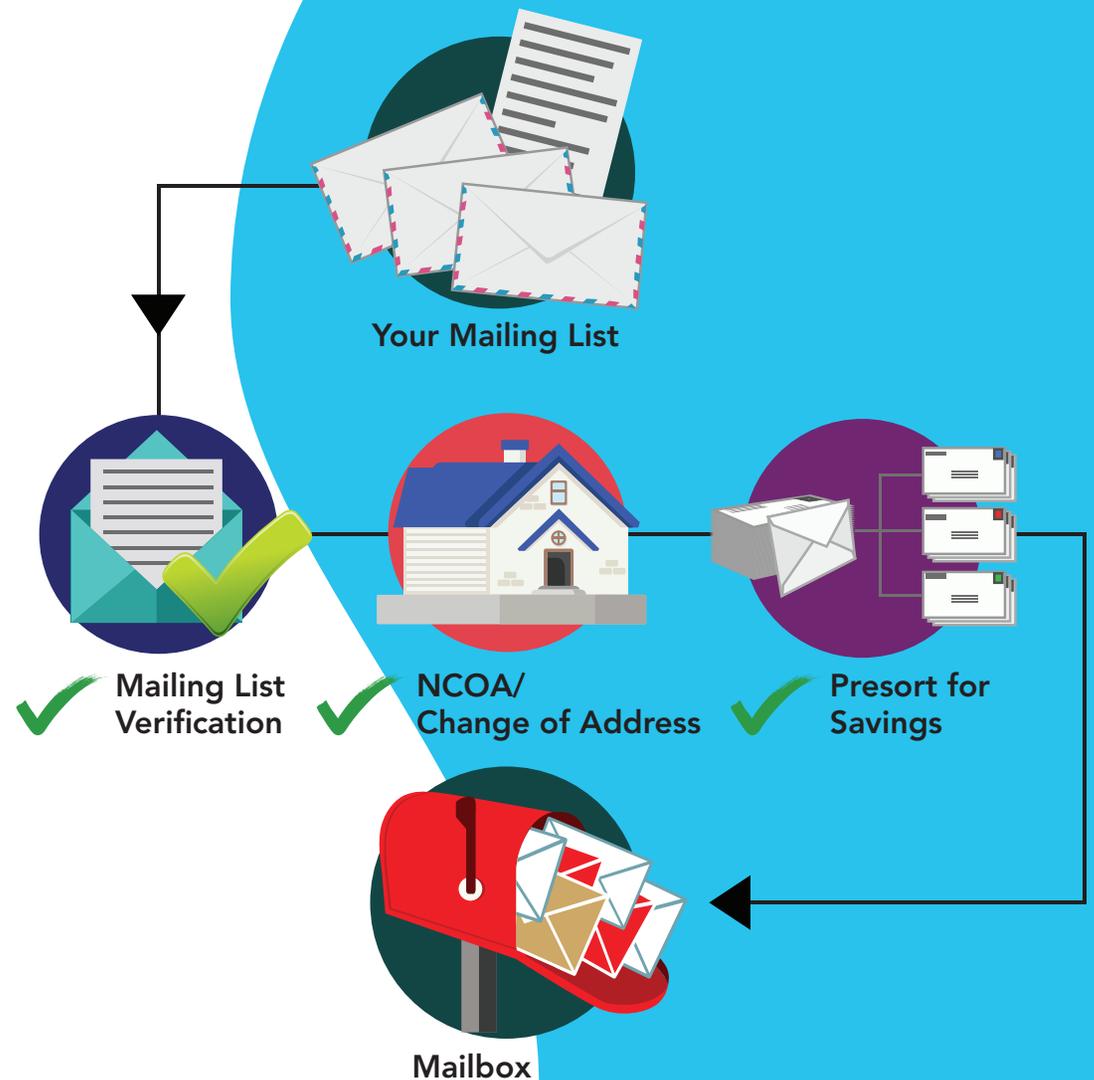
Maintaining high quality voter data (name, address, email and phone) is the first step. Once you have that task licked, there are a range of data products you can utilize to break into new channels and communicate on your voter's preferred platform.

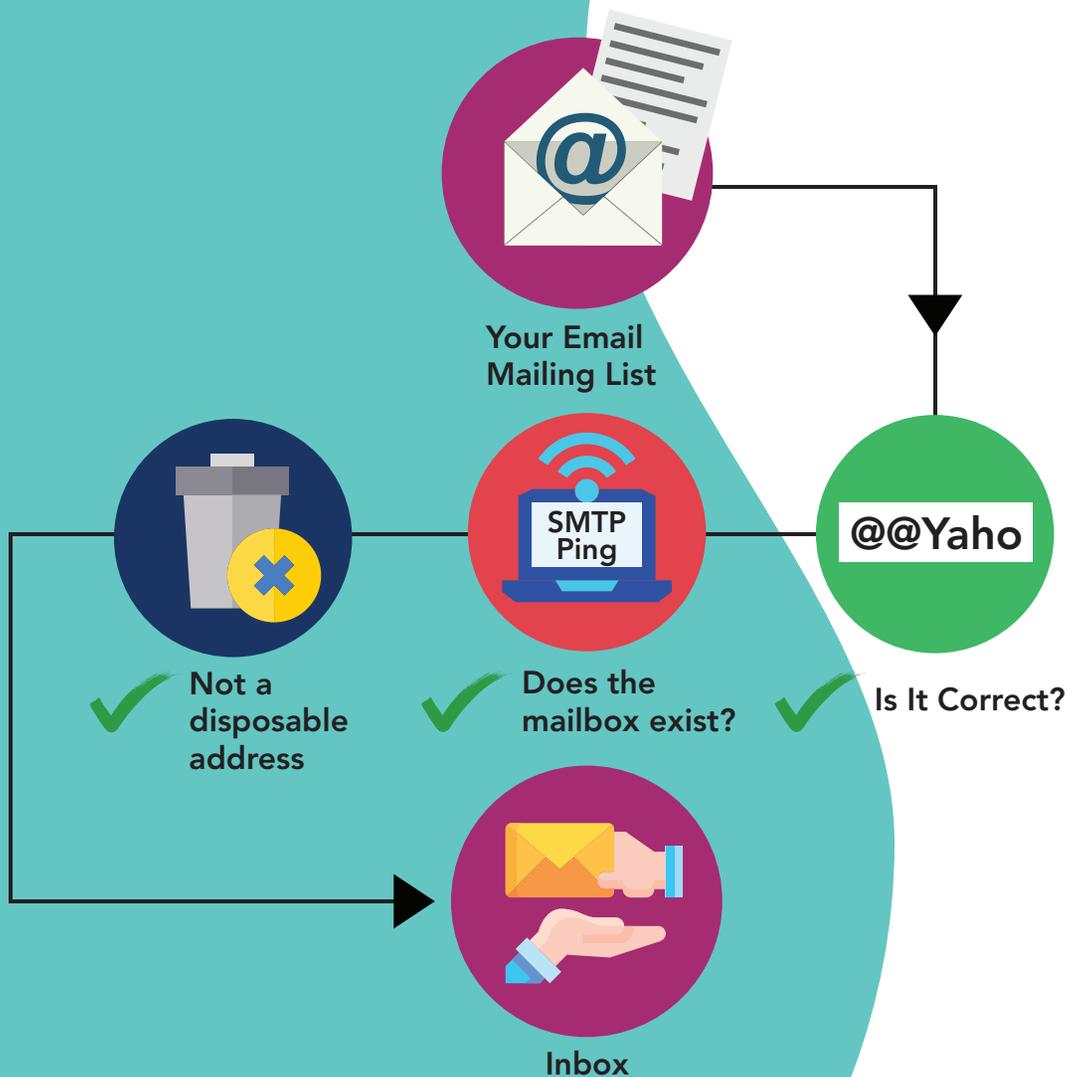
You can add accurate email addresses and/or mobile numbers to your postal lists and combine low-cost email marketing and telemarketing with your existing direct mail campaigns. Or match mobile device IDs with email addresses, or even add social data to your voters (profile URLs for Facebook, Twitter, Instagram and more) to build relationships with your social influencers and expand omni-channel efforts even further.

4. HOW CAN I SAVE ON DIRECT MAIL COSTS?

The best way to save money on direct mail is to get your voter list cleansed, updated and presorted to improve deliverability and maximize postal discounts. First, cleanse the list using a USPS® CASS-Certified™ address verification service. This verifies and corrects each address, adds the proper ZIP+4® code and standardizes everything the way the Post Office™ wants it. Next, utilize a USPS NCOA^{Link}® processing service to match your voter list to the USPS database of movers over the last 48 months.

This helps ensure you are mailing to the right voter at the right address, plus it meets the Move Update requirement for postal discounts. Finally, presort your mailings. Essentially the Post Office will reward you for doing some of its work in the form of postal discounts based on the service level you choose: First-Class Mail® offers a sliding scale of discounts. But Marketing Mail™ gets a flat Presort rate and often bigger savings.





5. HOW CAN I IMPROVE EMAIL DELIVERABILITY?

Leveraging email verification tools during data entry is the best way to prevent human errors (by your voter or by your data entry personnel). These tools will flag or correct common misspellings and syntax errors, such as Gogle, Yaho, @@, or .con, and can even check to make sure the email mailbox is live and can receive email (via SMTP ping).

Together these types of tools can drastically reduce bad emails by up to 95% while identifying spam traps and honeypots. Resulting in more emails delivered into the inbox, fewer bounces and protection of your vital sender reputation.

ESSENTIAL SOLUTIONS FOR VOTER DATA QUALITY

Melissa helps your campaign – grassroots or stadium filled – maintain clean, consistent and complete voter information by avoiding:

- ✓ Bad contact data from entering your database
- ✓ Spelling and formatting errors that impact email deliverability
- ✓ Sending mail to your voter at a previous address
- ✓ Missing email, phone or postal address that prevents omni-channel fundraising

Free Consultation

Your free consultation with Melissa will be used to discuss your specific fundraising and retention goals. By gathering information about your existing voters and prospects, we can begin to help you identify the best ways to improve your voter data and identify your ideal and untapped audience segments.

Let's Get Started! Email info@melissa.com or give us a call at **800.MELISSA** to talk with a campaign specialist today.





About Melissa

Since 1985, Melissa has specialized in global intelligence solutions to help organizations unlock accurate data for a more compelling customer view. Our breadth of data and flexible API technology integrates with numerous third-party platforms, so it works for you and makes sense for your business. More than 10,000 clients worldwide in key industries like insurance, finance, healthcare, retail, education, and government, rely on Melissa for full spectrum data quality and identity verification software, including data profiling, cleansing, matching, and enhancement services, to gain critical insight and drive meaningful customer relationships.

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