Base Building and Voter Engagement
Community Agreements

- **RESPECT** each other
- **WELCOME** all experiences into the space
- **ENGAGE** in a way that works for you
- **EMBRACE** principles of diplomacy
- **SHARE** (but you can always pass)
Conventional Wisdom

40% Supporters

20% Undecided

40% Opposition

LWV Wellstone
Conventional Wisdom!

- **Supporters**: 40%
- **Opposition**: 40%
- **Undecided**: 20%

**New Engagers**
What do we mean by BASE?
Different Parts of Your Base?

Base Vote
The people who can be counted on to vote for a particular type of issue. Also known as an “issue loyalist”.

Base Communities
Groups of people who, due to their geography, age, ethnicity, issues, interests, and values, are or could be part of a coalition.

Personal Base
The people closest to you – those you can always count on. Family, friends, co-workers, neighbors, kids’ friends, etc.
Do Now Activity
Do Now Activity

- Take 2 minutes to reflect and describe your base communities and personal base.

- Does your base communities reflect the new engagers you’re targeting?
What are the Goals of Basebuilding?

Increase voter engagement and turnout!
- Grow your volunteer base
- Leadership development
- Support communities and constituencies to be “players”
- Bring community issues to the forefront
- Build for future campaigns and initiatives
# What are the Goals of Basebuilding?

## Two Different Timelines

<table>
<thead>
<tr>
<th>Typical Campaign Cycle</th>
<th>Base Organizing</th>
</tr>
</thead>
<tbody>
<tr>
<td>Short term</td>
<td>Longer term</td>
</tr>
<tr>
<td>Mobilizing voters</td>
<td>Organizing communities</td>
</tr>
<tr>
<td>Quantitative</td>
<td>Qualitative</td>
</tr>
<tr>
<td>Meeting your metrics</td>
<td>Build community power, expand the electorate, build leadership and infrastructure in communities</td>
</tr>
</tbody>
</table>
Basebuilding
Planning, Tactics & Tools
Putting it All Together in a Plan

Community Power Analysis

Organizational Strength

Support Ballot Measure

Don’t Know

Oppose Ballot Measure

Organizational Weakness

Support Ballot Measure
Activity: Mapping and Targeting
Electoral and Community Power Analysis

Organizational Strength

Strength Analysis
- Ability to deliver a vote
- Engagement in communities
- Shape/sway public opinion
- Volunteer support
- Access to lists/networks
- Resources ($, time, etc.)
- Infrastructure: phones, buildings, etc.

Organizational Weakness

Support Ballot Measure

Oppose Ballot Initiative
Mapping and Targeting

Organizational Strength

Support Ballot Measure

Oppose Ballot Measure

Organizational Weakness
Mapping and Targeting

Organizational Strength

Organizational Weakness

Support Ballot Measure

Oppose Ballot Measure

Short term (3-6 months)

Middle term (6-12 months)

Longer term (12+ months)
## Putting it All Together in a Plan

<table>
<thead>
<tr>
<th>Short term (3-6 months)</th>
<th>Middle term (6-12 months)</th>
<th>Longer term (12 months+)</th>
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<tbody>
<tr>
<td>▪ Voter registration</td>
<td>▪ ID leaders and build relationships in targeted base constituencies</td>
<td>▪ Growing relationships</td>
</tr>
<tr>
<td>▪ GOTV</td>
<td>▪ Leadership recruitment</td>
<td>▪ Working with communities</td>
</tr>
<tr>
<td></td>
<td></td>
<td>▪ Reaching beyond core base – changing the electorate</td>
</tr>
<tr>
<td></td>
<td></td>
<td>▪ Leadership development</td>
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</table>
Exercise: Power Mapping
Power Mapping Exercise

- You are an organizer working with reentry voters. You and your partners have successfully organized and gotten a ballot measure to restore returning citizens right to vote on the ballot for Nov 6th.

- Your organization has been advocating for restoring voting rights for returning citizens for the last 30 years. You’re a small organization with only 5 staff members but you have a powerful base of over 5,000 volunteers and over 60,000 supporters online.

- Using the information in the previous slide, place your partners and opposition on the power map and create an outreach timeline.
Activity: Mapping and Targeting

Electoral and Community Power Analysis

Organizational Strength

Strength Analysis

- Ability to deliver a vote
- Engagement in communities
- Shape/sway public opinion
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Organizational Weakness

Support
Ballot Measure

Oppose
Ballot Initiative
<table>
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<tr>
<th>Names</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>ACLU State Office</td>
<td>Has supported the ballot measure initiative since the beginning. They have been a thought partner and have strong relationships in the state legislature</td>
</tr>
<tr>
<td>MLV Private Prison Corporation</td>
<td>Has been against the ballot measure and is the largest funder of the opposition campaign. MLV is also one of the state's largest employers. Next year, they hope to open 3 more prisons in the state.</td>
</tr>
<tr>
<td>Police Union</td>
<td>Has remained relatively quiet on the issue. The union has over 2,000 members. They have asked several times by advocates and media their views on the issue and they have offered no response.</td>
</tr>
<tr>
<td>Building Trade Union</td>
<td>There are over 30,000 members of the union. Nearly 30% of its membership have been incarcerated. They have been one of your strongest allies in collecting stories, canvassing, and helping with turnout to mass mobilizations.</td>
</tr>
<tr>
<td>Tisdale AME Church</td>
<td>This church is one of the largest churches in the state with over 10,000 members. They have a deep history of social justice work that dates back to the civil rights movement.</td>
</tr>
<tr>
<td>NAACP Chapter</td>
<td>This chapter has over 6,000 members and is located in a community that has the largest formerly incarcerated population. They have helped to bring in 10 additional organizations in support of the ballot measure and have secured the biggest funder for the campaign.</td>
</tr>
<tr>
<td>Governor Stuart</td>
<td>Has been hard to read. She has not openly supported or been against it. She is a former board member of the local NAACP chapter and her family has a deep history of civil rights work in the community.</td>
</tr>
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Putting it All Together in a Plan
Electoral and Community Power Analysis

Organizational Strength

Support Ballot Measure

Don’t Know

Oppose Ballot Measure

Organizational Weakness

Local Reentry Advocacy Organization (You)
Building Trade Union
Tisdale AME Church
NAACP Chapter

Governor Stuart
MLV Private Prison Corporation
Police Union
Exercise Debrief

▪ How does this apply to your civic engagement work?

▪ Who are the players in your community?

▪ Where do you rank in this power map and why?
Getting REAL About the Base

- You must win this idea within the campaign
- Recruit volunteers to reflect your base
- Commit financial resources
- Build on existing connections in communities
- **ALWAYS** work with an attitude of respect
Work with organic community leadership

- Set up face-to-face meetings with leaders
- Develop lists of key contacts
- Identify mutual benefit
- Ask for help **and** money
- Find surrogates
Next Training:
Integrated Voter Engagement
September 13, 2018 at 12:00pm EST

If you have any questions, please reach out to Celina Stewart, Director of Advocacy and Litigation at cstewart@lwv.org
Wellstone