

# Four Keys to TeleCampaigning in 2012

White Paper June 2011

TeleCampaigning is flexible, produces consistent measurable results and is cost-effective. Most importantly, the use of Teleservices has become an essential element of winning campaign strategies. Under constant pressure to stretch ever-shrinking budgets Campaign Managers are increasingly relying on technology for optimal voter outreach. Full-service professional TeleCampaign call centers offer:

- LIVE AGENT SERVICES:  
Polling, Voter ID, Advocacy, Patch-Through and GOTV
  
- AUTOMATED SERVICES:  
Robo-Calls, SMS Text Messaging and Tele-Town Halls

Although technology continues to reshape politics, one element remains constant – the importance of human interaction. Today’s advanced Teleservices enables candidates to create personal one-on-one contact with more constituents in less time than ever before. Campaign strategists recognize the value of merging two-way communication with traditional one-way touch points such as TV, radio and direct mail. Modern campaigns are a sophisticated integration of traditional media and high-tech Teleservices.

This white paper outlines the elements of a cutting-edge multi-phase TeleCampaign. The synthesis of professional campaign call center personnel and technology is a powerful tool enabling candidates to communicate their message, identify supporters, persuade undecided constituents and get voters to the polls on election day.

## 1 ■ Integrated Tele-Strategies: The Multi-phase Program Identify – Persuade - Mobilize

The keys to a successful TeleCampaign are sequential steps supported by varied technologies. Initially, campaigns must **identify** voter dispositions. Using live-agent and/or interactive Robo-calls constituents are polled (“Voter-ID”) and classified as supporting, opposing, or undecided.



A voter's initial disposition affects how they will be approached during the TeleCampaign. Voters identified as supporting your candidate will be told what they can do to help the candidate win. Undecided voters receive a follow-up **Persuasion** call to extol the virtues and positive qualities of your candidate. Opposing voters are usually ignored (in close races, some may receive persuasion calls).

Calls to persuade constituents are most effective when made by experienced professional live-agent callers. Trained agents keep conversations focused on proper messaging. Qualified live agents are trained to promote your issues and highlight positive campaign ideologies. Live agents can also direct conversations to expose your opponent's weaknesses, when appropriate.

With the ease of technology, many campaigns have strengthened their persuasion efforts by patching call recipients through to candidates, elected representatives, or campaign headquarters. This form of direct voter access powerfully mobilizes voters. Another important capability is handling inbound calls. A toll free number included on direct mail pieces produces a substantial number of inquiry calls from potential voters. This process allows call center agents to answer voter questions, then identify and persuade when necessary.

[CASE STUDY] - H.R. 10 Financial Services Act of 1998 passed 214 to 213 votes. Experts agree this was due to a well-executed TeleCampaign initiative. *The American Council of Life Insurance* hired a professional political call center to contact thousands of constituents. Insurance industry agents and employees were polled separately. After the Council promoted a toll free number within the industry, 56,000 incoming calls were received.

First each call center agent received extensive training on the issue. Then agents patched voters through to their Congressmen's offices. Next, agents left messages urging voters to telephone their congressmen in support H.R. 10. Agents also urged callers to send telegrams to their congressmen. Calls and telegrams continued to hit capital hill up until and after the vote.<sup>1</sup>

In a political campaign, timing is paramount. Voters need to arrive at the height of their motivation on Election Day. **Mobilizing** constituents is the final step in a successful TeleCampaign. Get-out-the-vote (GOTV) calls drive voters to the polls.

## 2 ■ Leveraging Minority Votes

Minority voters are less likely to participate in elections because they feel disconnected from the political process. Personally engaging minority voters helps win their vote. A strong sense of connection is often won

<sup>1</sup> *Political Advocacy Case Studies*; Executive-com.com

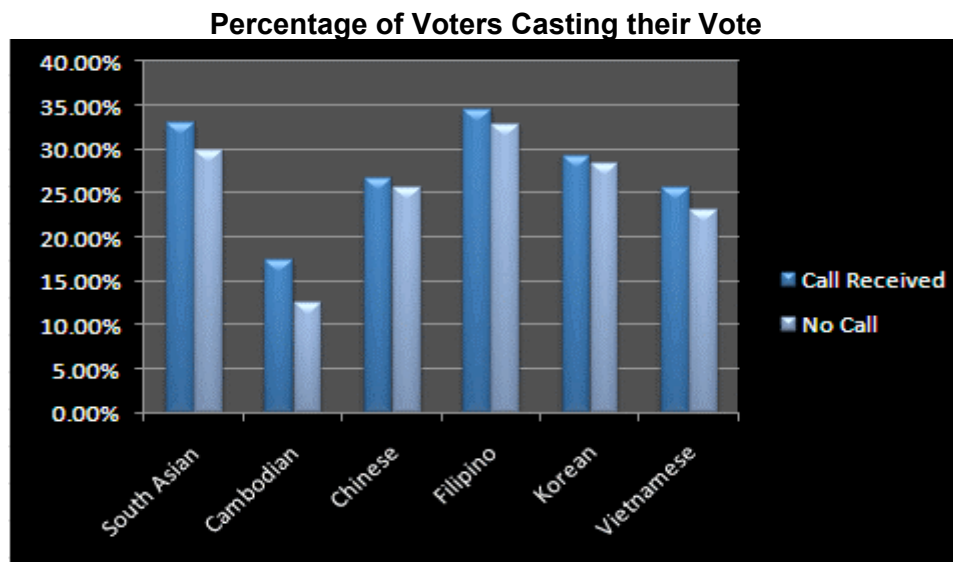


with personal multilingual live agent phone calls and/or prerecorded Robo-Call messages.

[CASE STUDY] During a Jeb Bush for Governor campaign, sixty thousand phone calls were made to Cubans and Hispanics living in Florida. Astoundingly, eighty percent of those called listened to his entire message. Moreover, many of the parties responded to Jeb Bush’s “Gracias,” with “De nada,” at the close of the call.<sup>2</sup>

The *New Experiments in Minority Voter Mobilization Report* published by the James Irvine Foundation shows that scripted Spanish messages delivered in a conversational style increase Latin American turnout by 4.6 percent.<sup>3</sup> Also according to this report, phone calls are the second best practice for mobilizing minority voters – outdone only by face-to-face canvassing.

The James Irvine Foundation in conjunction with the California Votes Initiative conducted a study showing Asian Pacific Americans who receive campaign calls cast their vote more often than those who do not.<sup>4</sup>



The ability to bridge language barriers is essential when influencing minority voters. If a political campaign has a pocket of Korean or Russian voters, for example, a professional TeleCampaign call center reaches that portion of the electorate to make sure every potential voter gets to the polls.

<sup>2</sup> Ronald A. Faucheux, *Winning Elections: Political Campaign Management, Strategy, and Tactics* ( M. Evans and Company, 2003) page 554.

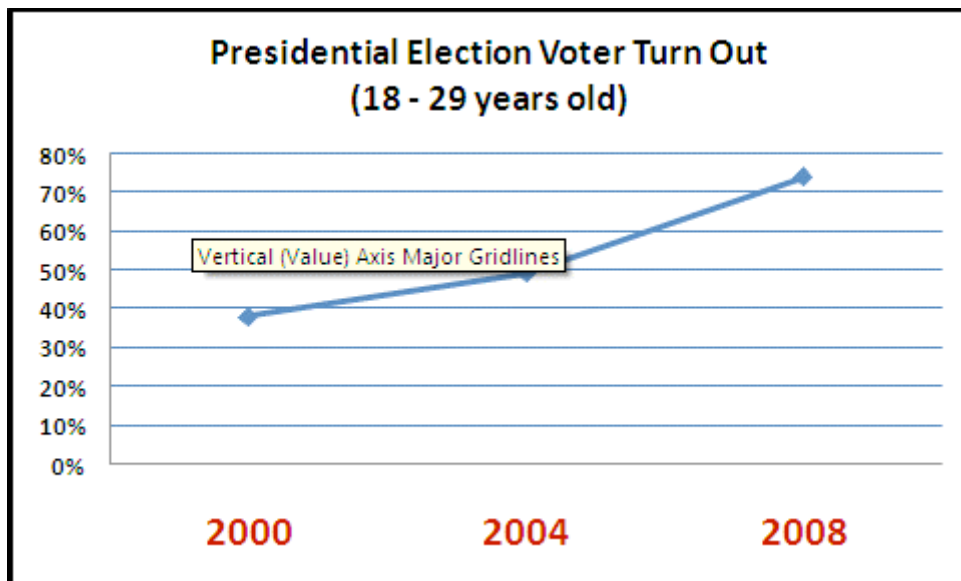
<sup>3</sup> Michelson, Bedolla, and Green, *The New Experiments in Minority Voter Mobilization Report* (James Irvine Foundation, 2007.)

<sup>4</sup> Contact and Turnout Rates for APALC Campaign, November 2006 Election.

# 3 ■ Wining the Support of First-Time Voters

Inspiring constituents to vote who have never cast a ballot before adds great value to any political campaign. Moreover, in most cases, these voters will stay committed to the party or issue for many years. Therefore, you are not only winning one single vote, you are likely winning a lifetime of support.

The average first-time voter is between 18 and 29 years old. According to Rock the Vote, a non-partisan organization dedicated to motivating young people to vote, the most successful live-agent callers are those who *keep it real* and engage their recipients in conversation minus the rhetoric.



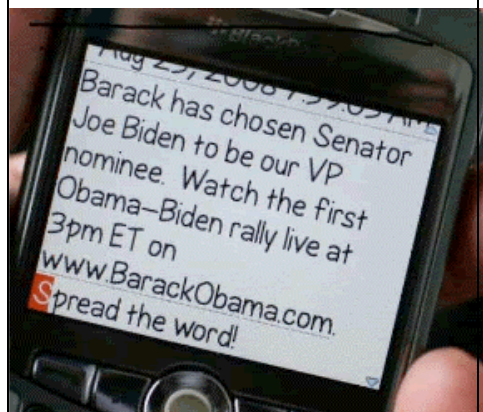
Data Source<sup>5</sup>

Live-agent phone calls are highly effective, however, with the vast majority of citizens in this age group holding fast to a cell phone, motivating young voters via this iconic device is your best bet to winning over these tech-savvy voters. The mobilization power of short message service (SMS) or texts, cannot be overlooked. SMS has become the preferred form of communication for younger voters. As millions of Americans continue to disconnect their landlines, SMS messaging becomes more and more vital to a political campaign.

<sup>5</sup> Current Population Survey, November 2008 Voting and Registration Supplement; [www.census.gov](http://www.census.gov)

[CASE STUDY] This well-known SMS message, announcing Barack Obama's vice presidential nominee, is said to be the biggest mobile marketing event in the U.S.<sup>6</sup> Obama's campaign sent this SMS text to 2.9 million Americans.

The Obama for President 2008 campaign used SMS texting to conduct non-intrusive surveys, send reminder messages about voter registration deadlines and links to registration forms (on a state-by-state basis), tell people to mail in their ballots to vote absentee, invite people to campaign events in their area code, and remind people to get out and vote on Election Day.



Sending instant text messages directly to voters is fast and effective. First, voters “opt-in” by using their cell phones to enter the number and keyword they found on a political mailing, web site or other advertisement. SMS opt-ins may also be obtained during live-agent Voter-ID calls.

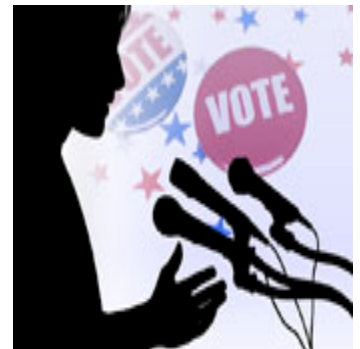
According to both the Mobile Marketing Association and Pew Internet & American Life Project Surveys, 80% of U.S. Mobile phone users text. The split by age group is: 13-27: 87% text; 15-37: 73% text; 28-39: 44% text; 40-49: 28% text. CTIA reported that the average number of text messages sent per subscriber per month was 188.

SMS messaging is also used to poll voters. Young voters receive multiple-choice questions with up to ten choices on their cell phones. Recipients vote via text messages, which are automatically tallied for quick and easy analysis.

## 4 ■ New Buzz about Tele-Town Hall

Your constituents want to be heard, and they want their questions answered. The Tele-town hall meeting is the perfect format for engaging constituents. With Tele-town hall live access technology; voters receive campaign messages directly from candidates at minimal costs.

The process is simple and requires no previous technical experience. First, the Tele-campaign call center invites voters to join the meeting. Voters press a key code to opt-in to the meeting. Once the event begins,



<sup>6</sup> Caroline McCarthy, *Nielsen: 'Obama text' reached 2.9 Million*: August 25, 2008; Cnet.com.

voters have the choice to either listen to the candidate answer questions or participate by posing questions (by pressing a designated key code).

The Tele-town hall is a win-win advantage for all involved. Constituents are heard, candidates share their message with an attentive large audience and campaigns measure success by analyzing the number of participants, length of attendance, and how many attendees wished to ask a question. Valuable poll results are also processed. In addition, data is available regarding non-participants, such as which phone numbers went to answering or fax machines.

[CASE STUDY] The McInnis for Colorado Governor Campaign attributes its raise in donations and increased name recognition to Tele-town hall meetings. Over 50,000 voters were contacted this year, including live participants and voice mail recipients.<sup>7</sup>

Congressman John Salazar, also from Colorado, says face-to-face town hall meetings are “not productive.” As a result, Salazar has switched to Tele-town hall technology.<sup>8</sup> During one particular Tele-town hall meeting, 192,000 households were contacted, 16,000 voters participated in the meeting, and an additional 90,000 voicemails were left.

## **Gain Supporters by Taking Telephone Technology to the Next Level**

Winning campaigns depend on quality voter list management, robust software and professional TeleCampaign call centers. Expertly executed political Teleservices are cost efficient and reach the voters you might not contact otherwise. Achieve the winning edge you need by implementing a professional multi-phase TeleCampaign. Gain the support of minority voters and capture first time voters with the help of innovative technology. Be the first in your race to invite voters to participate in a Tele-town hall meeting. The world is changing fast, campaigning needs to change with it.

### **About TCSG**

The Campaign Solutions Group (TCSG) is headquartered in San Diego. We are a full-service strategic communications firm. We work side by side with your campaign, transcending traditional voter outreach methods to ensure your voice is heard and your message is conveyed. TCSG serves organizations from small local campaign committees to National Parties and Presidential races. TCSG offers over 100 years of combined voter contact management experience. With the ability to make over 250,000 live agent calls per day, TCSG is built on long-term relationships and complete client satisfaction.

Visit TCSG website:  
[TheCampaignSolutionsGroup.com](http://TheCampaignSolutionsGroup.com)

<sup>7</sup> Case Studies; PDConnect.com.  
<sup>8</sup> Salazar: No Plans for town halls on health care; Cheiftain.com.