



THE ARIZONA GROUND GAME

Active Citizenship ★ Public Policy Education ★ Neighborhood Building

www.azgroundgame.org

TAGG Project 11 2020 Organizer Tool Kit



The AZ Ground Game methodology includes 3 key pillars: Educate, Activate, Neighborhood Build

TAGG held many educational Forums from 2017 through 2019 on a variety of subjects: Education, Housing, Gerrymandering, Climate, Immigration, Justice and more. The Forums were a wonderful way to share information with volunteers who were then able to share their knowledge with their voting neighbors.

This tool kit is based on 3 years of collaborating with local organizations and neighbor to neighbor community organizing in Arizona. Our contact method has now changed due to Covid-19

Goal:

- Our goal is to get 10 - 15 thousand forward-looking Arizona voters who didn't vote in 2018 to vote in 2020—and to vote all the way down the ballot. Arizona's state and local government must be reformed.
- We do that by recruiting volunteers who establish a connection/relationship with voters and have multiple contacts with the same voters over the long term. This approach is evidence-based.

Focus:

- Since 2016 TAGG has worked all over AZ. From now thru November, TAGG is focusing on LD 11 because it is a lower-voter turnout area & has 3 of the worst AZ Legislators. By increasing voter turnout, we elect Mark Kelly, we elect a new President and replace at least 2 of the three LD11 AZ Legislators.



Process:

- Our usual method is to recruit long-term volunteers in geographically Defined Neighborhoods, who establish and maintain contact with voters in their Neighborhood. They are provided with packets containing information on *all* the voters in every household in the Neighborhood.
- For this short-term run-up to the election, we are recruiting volunteers from any area in the country who will reach out multiple times to specifically targeted voters.
- We have grouped these targets within each precinct into geographic areas ("Sectors") that are larger than the Defined Neighborhoods. Each "Sector" contains between 40 and 60 targeted voters. The volunteers get packets containing information on the targets and on *all* the voters in each target's household (the contact's "domestic context")

LD 11 Targets:

- The targets are the currently registered Democrat and "O" ("Other"—mostly Independent) voters.
1. Democrats who were not registered locally before the 2018 election ("new" Dems) Approach: assuming they are not moles, make sure they are going to vote (PEVL reminder if not on it). Because they may be new to the area, strongly encourage them to vote down-ballot, especially for State legislators.
 2. [independent] voters who were not registered before the 2018 ("new" Os)
Approach: first, try to find out if they are forward-looking by declaring a position; if they clearly are, treat them as "new" Dems, above. If clearly not, discontinue contact. If unclear, inform them of local issues and candidates because they may be new to the area.
 3. The 10,000 Democrats who were registered before the 2018 election but didn't vote.
Approach: make sure they are going to vote (PEVL reminder if not already on it). Try to find out what correctable problem prevented them from voting. Suggestion; You could say, "we are concerned about election integrity and voter suppression". This often works better than shaming over the long term. If they are apathetic, stress current crisis in the Senate; inform and encourage them to vote down-ballot, especially for the Legislature.
 4. NOT targeted: O [Independent] voters who registered before the 2018 election but didn't vote in it. The remaining group is large and important; we hope to reach out to them in a later phase of this project.

Resources available online: <https://azgroundgame.org/Project11>

- Scripts
- Voting by Mail
- Census, Critical Issues
- Local Elected
- Ballot Info
- Important Dates



Governor Ducey signed into law SB 1224 allowing AZ Education Funds to go to private, religious **schools in another state!**

Meanwhile, AZ ranks near dead last in money spent on Public Ed!

Betsy Devos wreaks havoc on our state and our Governor is eager to do her bidding.

We Need New Leadership in AZ
AZ tax dollars for AZ Public Schools!!