



**To: Interested Parties**  
**From: Lise Clavel, Virginia State Director**  
**Date: November 4, 2012**  
**Re: The Ground Game in Virginia**

Obama volunteers and supporters here in Virginia and across the country have been working nonstop to build the largest grassroots campaign in history, and this weekend, we began to execute the final phase of a ground game unlike any seen before in Virginia politics.

On Saturday morning, our volunteer leaders launched events from 456 Get Out The Vote (GOTV) locations across the commonwealth. These staging locations are even more localized versions of our field offices, set up in supporters' homes, businesses or any area that can serve as a central hub for GOTV activities in the final days.

On Saturday alone, we mobilized 20,547 volunteers from these grassroots hubs across the commonwealth of Virginia, knocking on the doors of 477,536 voters and calling an additional 460,968 voters to remind them when and where to vote.

These volunteer-led GOTV staging locations embody what this campaign has been all about since we started organizing for change in 2007. The neighborhood team leaders who are running our get-out-the-vote operation have been working in these neighborhoods for months, if not years.

Since we launched the re-election campaign in April 2011, those teams have been focused on three core goals: 1) expanding the electorate by registering new voters, 2) persuading undecided voters, and then 3) turning out our supporters. On all three fronts, these volunteers have blown past our most optimistic expectations.

### **Voter Registration – Expanding the Electorate**

In this election cycle, Obama volunteers in the commonwealth have registered 138,162 Virginians to vote; and as we have seen from recent voter registration statistics, new registrants overwhelmingly represent constituencies that support President Obama.

Since 2008, more than 100,000 African-Americans and Latinos have been added to the voter rolls in Virginia: +65,874 African-Americans and +35,159 Latinos. The Latino registered voter population has grown by 20.0 percent, the African-American population has grown by 7.3 percent and the non-Hispanic white population has grown by 3.2 percent.

In the final three months of voter registration this year, 50,000 African Americans and Latinos, 105,000 people under age 35 and 87,000 women have registered to vote in Virginia – all groups among whom Obama leads Romney.

### **Persuading Undecided Voters**

Our outreach to voters didn't just start this weekend or this month, and this isn't the first time that many of these voters are hearing from us. Unlike traditional campaigns, our organization is built around volunteer-led neighborhood teams who form relationships in their communities and reach out to supporters over a period of months and years.

The volunteer knocking on your door this weekend may have visited your door three or four times over the past year to talk about other issues – and you may have seen them at a neighborhood festival or community meeting. This continuity means that the voter turnout contacts that our volunteers make during the final phase of the campaign are much more effective.

Since the start of 2012, Obama volunteers in Virginia have made 12,136,377 personal phone calls or door knocks. This number does not include robo-calls on auto-dialers, direct mail, literature drops, or any other non-volunteer, non-person-to-person contacts.

Many field campaigns have historically favored quantity over quality; we do not. In each conversation we have with a voter, our goal is to make a difference. These are not phone calls made from a call center; they are done at the local level by our neighborhood team leaders, members and volunteers, who are talking to people in their communities.

### **Turning Out Our Supporters**

Finally, our teams have been focused on getting out the vote, a task that relies heavily on turning out those voters who support us but may not always vote. The program involves turning out our newly registered voters as well as getting “sporadic voters” to the polls – for example, citizens who haven't voted in the last few elections.

Although Virginia doesn't have traditional “early voting” the way some other states do, we have still seen strong support among those who have already cast absentee ballots.

More absentee ballots have been returned from counties won by President Obama in 2008 (202,490) than from GOP-leaning counties (118,210), and 69% of those who have voted early in Virginia are under-30, women, African American, or Latino.

A Reuters/Ipsos poll of early voters in Virginia released yesterday showed President Obama leading by a margin of [53 to 43](#).

Based on that margin, for Romney to win Virginia, he would have to win 52% of the remaining vote on Election Day. Recent polling in Virginia shows President Obama leading by a margin of between 1 and 3 percentage points.

<b><u>Poll</u></b>	<b><u>Date</u></b>	<b><u>Dem</u></b>	<b><u>Rep</u></b>	<b><u>Margin</u></b>
Ipsos (online)	11/3	48	45	Obama +3
We Ask America	11/1	48	47	Obama +1
PPP	10/31	49	46	Obama +3
Quinnipiac	10/28	47	49	Obama +2

### **The Ground Game**

As our team leaders launched canvasses and phone banks from their neighborhoods this weekend, we officially launched GOTV. Unlike campaigns of the past, our volunteers are not driving to large offices miles from their homes just to be handed a phone and a call sheet. Instead, Canvass Captains, Phone Bank Captains and scores of local volunteers will be knocking on the doors of the same voters they registered, whom they have been talking to for months and know personally. They'll be directing supporters to polling locations they know well: the very same schools, places of worship, and recreation centers they themselves visit in their communities.

This is the difference between the Obama campaign and any other campaign we have ever witnessed. Ours is a people-centered, data-driven campaign that has built small, manageable neighborhood teams run by talented volunteers and supported by amazing field organizers who know the exact number of votes they need to win in their precincts.

Our team has expanded the electorate, persuaded undecided voters and identified enough sporadic voting supporters to win Virginia. This weekend we started the journey of turning out those voters and sending President Obama back to the White House.