

MEMO

To: Kelly Ward, Campaign Manager
From: Shaun Kelleher, Field Director
Cc: Senior Staff
Re: Khazei GOTV Momentum

Grassroots Efforts in Neighborhoods Across Massachusetts Building Groundswell of Momentum for Khazei Senate Bid as Undecided Voters Engage in Final Days

The Power of Alan's Grassroots Machine

Every door knocked, every call made between now and a few minutes before the polls close on Election Day is of phenomenal value to our campaign. It helps us inform the electorate about Alan and his vision to address the challenges individuals and families face every day. It helps generate a multiplier effect as the experiences of persuaded voters ripple out to their families, neighbors and friends. Grassroots voter contact provides momentum for our campaign and focuses our work by giving us the information we need to be highly effective and efficient in all of our voter contact.

With turnout projected to be particularly low tomorrow, our commitment in this campaign to grassroots organizing and continual quantitative analysis and adjustment has provided a mechanism to communicate effectively and efficiently with those voters who will make up their mind in the last 24 hours.

- **Our citizen-driven campaign is rooted in personal contact at the neighborhood level, between committed citizen volunteers and likely voters on phones and at doorsteps.** Our targets are those most likely to vote, based on statistical models and response data from our conversations on the doors and phones. These voters are the most highly engaged segment of the electorate, and they vote the most often.
- Over the last three weeks, we've seen our support grow among these voters, and a significant percentage remains undecided only one day before Election Day. On the heels of endorsements from the *Boston Globe*, the *Worcester Telegram & Gazette*, the *Cape Cod Times*, the *West Roxbury Transcript* and others, these **undecided voters** are finally starting to make their decisions, and **a majority of them** are breaking our way.
- Our support with these late-breaking, newly decided voters is growing at a much faster rate than that of our three opponents. Between three weeks ago and today, we've seen our overall support jump 11.5%, while Coakley's has risen 3.3%, Capuano's has risen 2.1%, and Pagliuca's is less than 1%. **This demonstrates that as our campaign communicates Alan's vision - particularly through the direct personal conversations of our volunteers with voters at their doors and through their phones - the segment of the electorate likely to vote tomorrow is very receptive to it.**

- Over one-third of likely voters remain undecided. **But as each hour goes by and more of these voters make up their minds. The candidate preference data we've gleaned from our door and phone contacts proves that - as we reach them with a personal contact - they are choosing Alan to be their next senator.**
- Meanwhile, since last Monday, when the *Globe* endorsed us, citizens have flooded into offices to volunteer both on the phones this past week and on the doors this weekend. Our campaign has mobilized 2,043 citizens to perform 5,961 shifts over the past three weeks, with 845 of those people signing up since last Monday at one of our 8 field offices across the state. In the last month, we have knocked on 56,052 doors. Our voter contact capacity is growing exponentially just as the electorate is locking in on the race.
- **This past weekend was our best weekend yet for door-to-door canvassing**, with canvass shifts launched from 61 staging locations across the state, **knocking on a total of 27,260 doors**. Given this momentum, we expect to have over 1500 people knocking on doors, making phone calls and at polling locations this Tuesday.
- If predictions remain on course for a record low turn out on this special election, our strategy to make personal contact at the neighborhood level and inform citizens who are likely to vote has provided a **groundswell of grassroots support necessary to encourage enough people on Election Day for Alan to win this election.**