

For Our Future PA

TO: Pennsylvania IE Organizations & Partners
FROM: For Our Future Pennsylvania
RE: 2018 GOTV Program Memo + Feedback Loop Data

Pre-GOTV Program Background

In 2018, For Our Future PA (“FOF-PA”), a project of For Our Future (“FOF”) and For Our Future Action Fund (“FOFAF”), set out on a mission to knock on as many doors as possible with one key strategy in mind: listening. Since February 2018, we’ve knocked on more than 600,000 doors and held tens of thousands of individual conversations.

These conversations were with residents across the state in the following counties: Allegheny, Beaver, Berks, Bucks, Chester, Cumberland, Dauphin, Delaware, Lehigh, Luzerne, Monroe, Montgomery, Northampton, Philadelphia, Washington and Westmoreland.

Listening Phase

During our listening phase, FOFAF-PA canvassers began every conversation at the door by asking the individual what three issues mattered most to them. This question was unprompted and open-ended. That way, the responses could be anything from an issue occurring on that resident’s block to national and even international concerns.

After reviewing all of the data our canvassers collected from their meaningful conversations at the doors, we were able to determine the top issues of concern for Pennsylvanians on local, regional and state levels. We call this data **The Feedback Loop**.



Top Five Statewide Issues in 2018 by Response:

- 1. Local Taxes**
- 2. Trump Opposition**
- 3. Education (More Funding)**
- 4. Healthcare (Gun Violence Prevention)**
- 5. General (National Issues)**

To read more about our full breakdown of data collected and regional insights, read our complete Feedback Loop memo here: <http://forpennsylvaniasfuture.org/wp-content/uploads/2018/08/Feedback-Loop-memo-PA-2-2.pdf>

Persuasion Phase

By knocking on doors earlier in the year and putting an emphasis on listening rather than telling, we were able to take this information and use it to inform our future conversations at the doors as we moved into our persuasion phase in September.

For Our Future PA

During the persuasion phase, we incorporated the top issues found in our listening canvass into gubernatorial, senatorial, congressional and legislative scripts that FOF-PA canvassers used at the doors. Through our conversations, we hoped to persuade individuals to consider supporting a candidate on election day based on the candidate's stance regarding key issues we know were prevalent in that region.

Get Out the Vote (GOTV)

GOTV Field Universe

Starting on Oct. 23 through election day on Nov. 6, For Our Future PA will be aiming to knock 140,000 doors in our targeted GOTV universe across Pennsylvania. We will be concentrating our GOTV canvassing in areas with key legislative races and distributing door hangers to educate voters on down-ballot candidates.

GOTV Digital Ad Spend

This year, FOF-PA's digital ad budget is \$42,000. The majority of this budget will be focused on C4 ads to run during GOTV. Some federal and state PAC ads in key races, such as CD-17, HD-177 and SD-38, have been incorporated and budgeted for in our digital ad plan. Statewide PAC ads to promote FOF-PA's microsite, WagnerWaste.com, are also included in this plan.

GOTV Targeted Digital Universe

FOF-PA is using Catalist's "Swimlanes models," which score voters by their propensity to use certain media channels and to identify a digital targeted universe to ensure ads are reaching an audience that is most likely to view them. Through these models, we are able to narrow our digital targeted universe to 280,000 people with an 87 percent match rate on Facebook. Our current budget attached to this targeted universe will enable us to reach out to this digital audience every day during GOTV.

GOTV Regional Breakdown

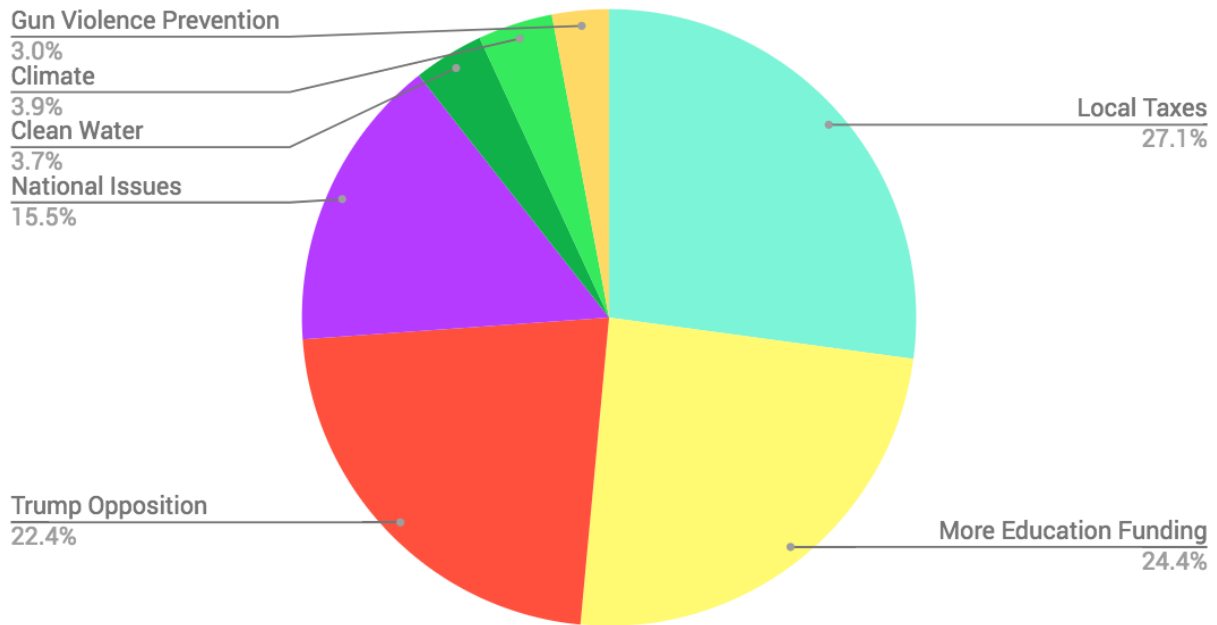
Top issues and key races where we are knocking during GOTV

The pie charts below reflect data from each region where FOF-PA's field team has been knocking on doors since early 2018. Below, you will see the top issues by region and the key races and candidates we will be promoting during GOTV. (Charts begin on page 3)

For Our Future PA

Southwestern PA Regional Observations (Allegheny, Beaver, Washington, Westmoreland):

Top Issues March - August: Southwestern PA



Regional Midterm Election Candidates:

Governor: Tom Wolf

Senate: Bob Casey

Congressional: CD-17 Congressman Conor Lamb

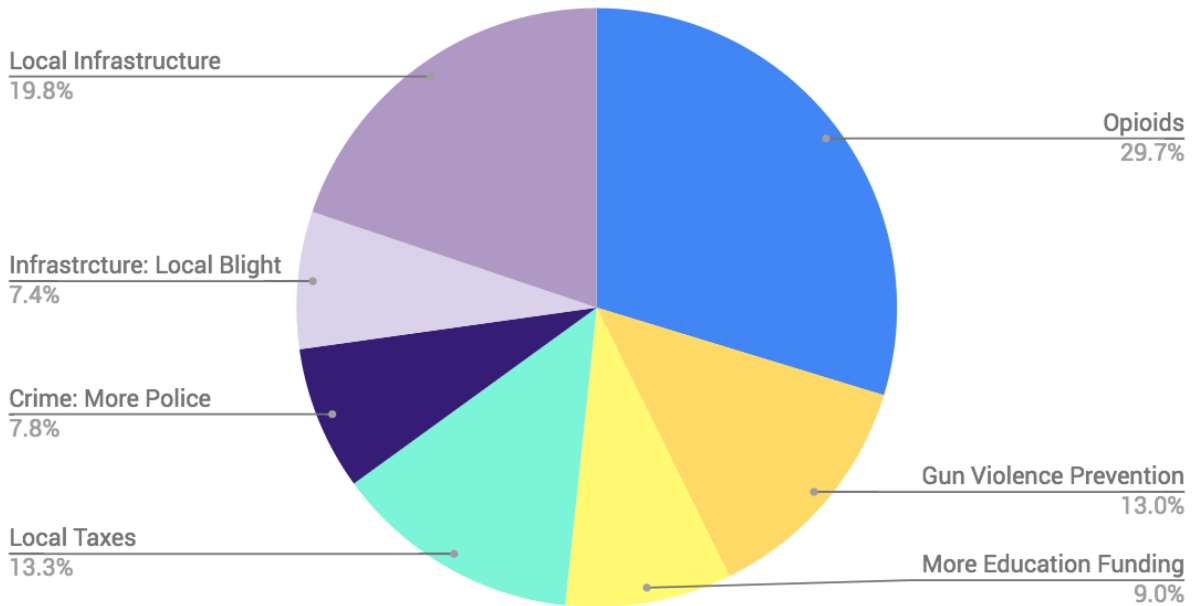
State House: HD-30 Betsy Monroe

State Senate: SD-38 Lindsey Williams

For Our Future PA

Philadelphia Regional Observations (Philadelphia)

Top Issues March - August 2018: Philadelphia County



Regional Midterm Election Candidates:

Governor: Tom Wolf

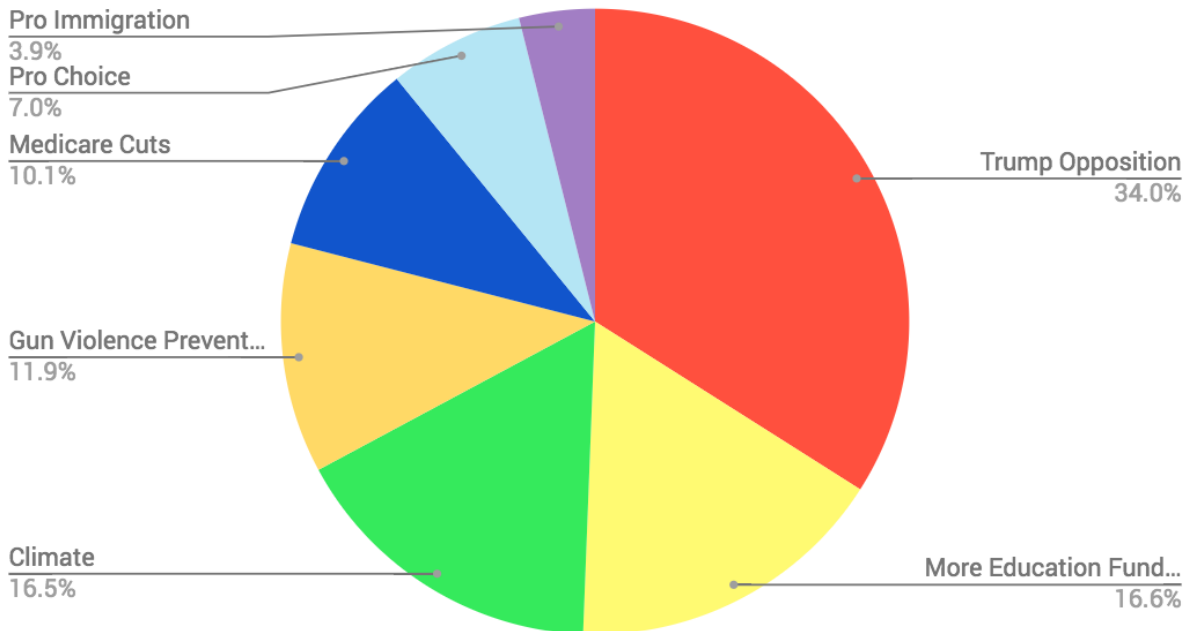
Senate: Bob Casey

State House: HD-177 Joe Hohenstein

For Our Future PA

Southeastern PA Regional Observations (Montgomery, Bucks, Chester, Delaware)

Top Issues March - August: Southeastern PA



Regional Midterm Election Candidates:

Governor: Tom Wolf

Senate: Bob Casey

Congressional: CD-4 Madeleine Dean, CD-5 Mary Gay Scanlon, CD-6 Chrissy Houlahan

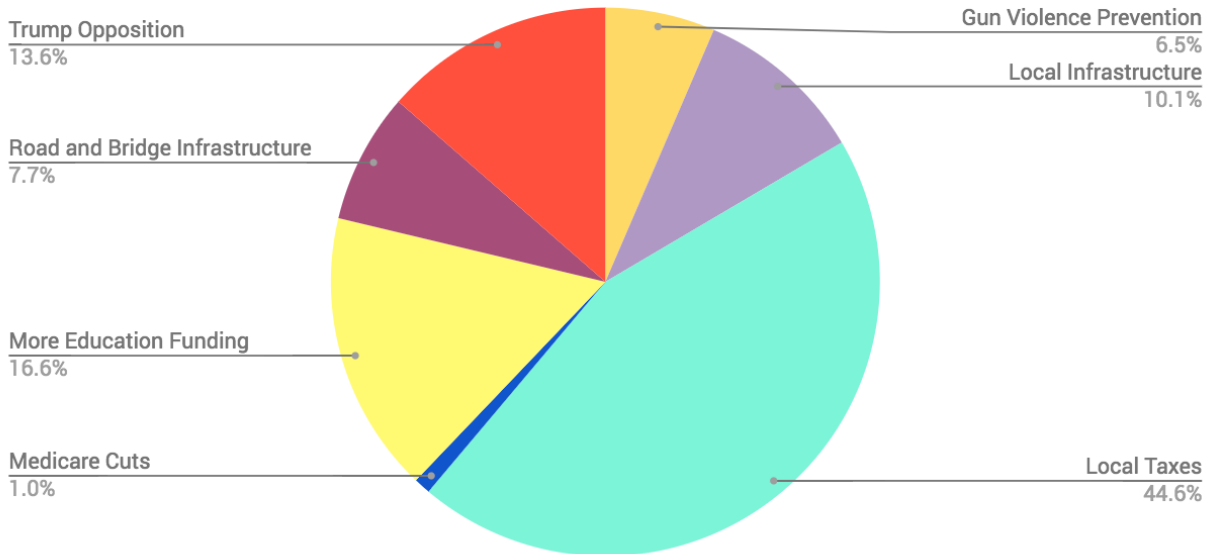
State House: HD-61 Liz Hanbidge, HD-74 Dan Williams, HD-146 Joe Ciresi, HD-161 Leanne Krueger-Braneky, HD-168 Kristin Seale

State Senate: SD-12 Maria Collett

For Our Future PA

Lehigh Valley Regional Observations (Lehigh, Northampton)

Top Issues March - August: Lehigh Valley



Regional Midterm Election Candidates:

Governor: Tom Wolf

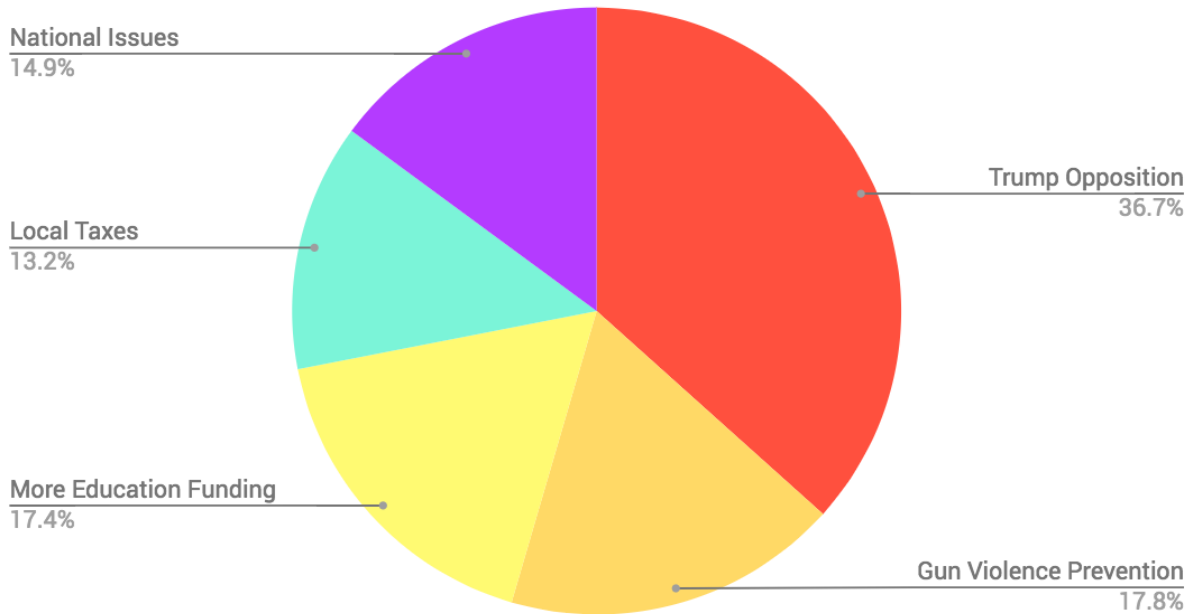
Senate: Bob Casey

Congressional: CD-07 Susan Wild

For Our Future PA

Central PA Regional Observations (Dauphin)

Top Issues April - August: Dauphin County



Regional Midterm Election Candidates:

Governor: Tom Wolf

Senate: Bob Casey

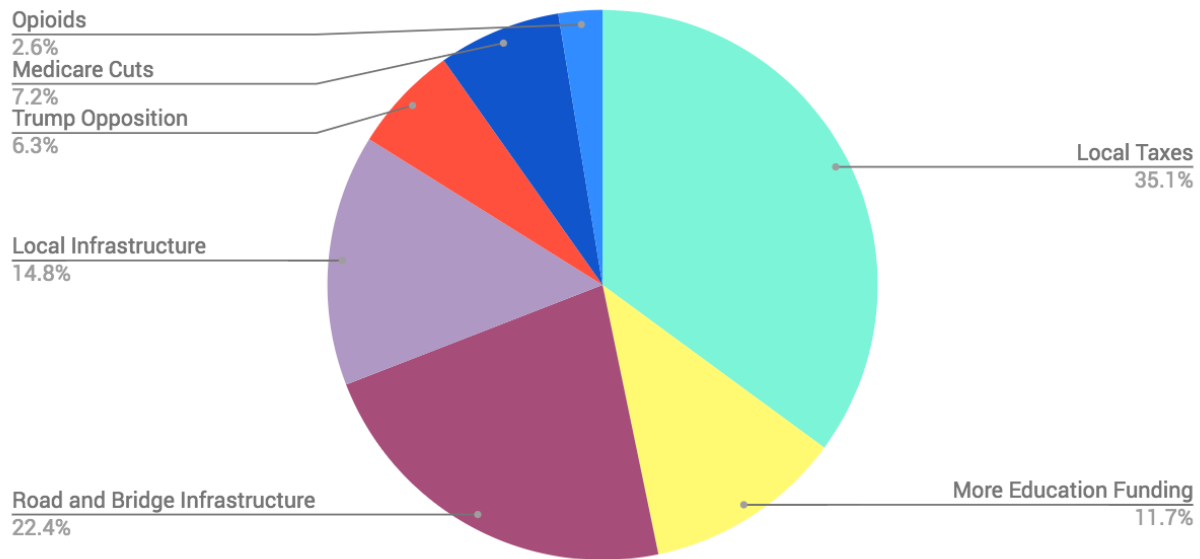
Congressional: CD-10 George Scott

State House: HD-105 Eric Epstein

For Our Future PA

Northeastern PA Regional Observations (Luzerne, Monroe)

Top Issues March - August: Northeastern PA



Regional Midterm Election Candidates:

Governor: Tom Wolf

Senate: Bob Casey

Congressional: CD-08 Congressman Matt Cartwright

State House: HD-115 Maureen Madden