

Electoral Organizing

VOCAL-NY Case Study

BEFORE YOU MATCH, CONSIDER:

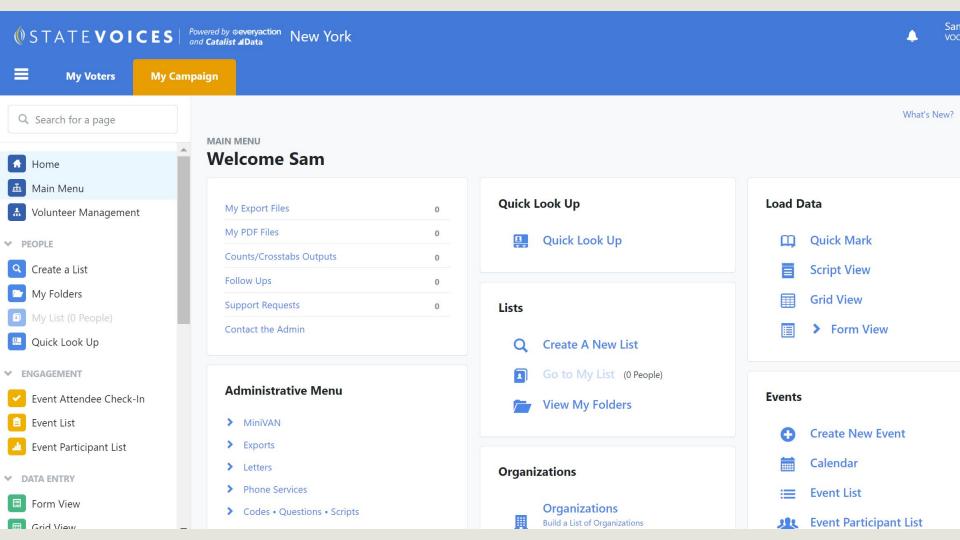
- What's your goal with matching?
- How will you segment in PB
- What's your timeline?
- What personal information is needed to match?

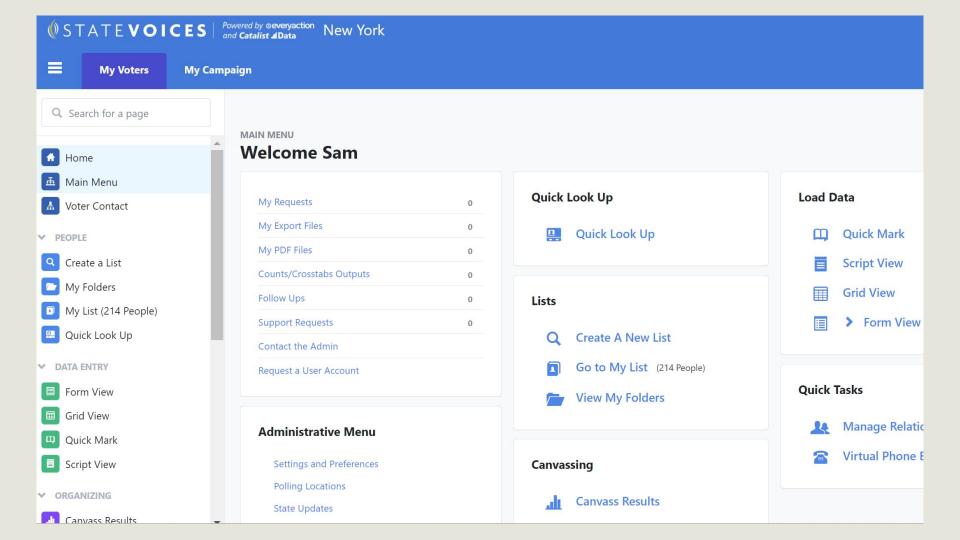
MATCH REQUIREMENTS

Mandatory data needed (unless *ed)	Optional but ensures better match rates	So that you can load the data back into your system
Tips: -Leave cells where you are missing data blankDon't use punctuation in suffix, address, or phone fields (ex:.,()-#)Use "Apt" instead of "#" to indicate apartmentsMake sure to include area codes in phone numbers. Phone numbers should be 10 digits longOnly use numbers in the phone number field—no dashes or parenthesesUse two didgit abbreviations for states.		

-Leave cells	where you are	missing data	a blank.									
-Don't use p	unctuation in	suffix, addre	ss, or phone	fields (ex: . , () - #).								
	stead of "#" to											
-Make sure t	o include area	codes in ph	one numbers	s. Phone numbers should be 10	digits long.							
				ashes or parentheses.								
	lgit abbreviati			•								
First Name	Middle Nam	Last Name	Suffix*	Home Address	City	State	Zip	Home Phone	Cell Phone	Email	Date of Birth	Unique ID number
Mary		Johnson		5597 Seminary St Apt 501	Richmond	VA	23218	8042347856		test@gmail.com	1/13/75	
			1									

Your data is in VAN, now what?





CONTACTS

Create A New Search

Step 1: (Start with anyone who meets the selected criteria)

FAVORITES

✓ Canvass Status					≡ ★
	Include Only 🗘 p	people based on	the following canv	ass results:	
	Busy		Gift		
	Call Back		Hostile		Other
	Canvassed		Inaccessible		Other Language
	Come Back		Language Barrier		Out of Town
	Cultivation		Left Message		Refused
	Deceased		Lit Dropped		Robocalled
	Deliverability Error		Mailed		Sent Email
	Disconnected		Moved		Spanish
	Do Not Call		No Such Address		Talked but No Info
	Do Not Email		Non-Citizen		Texted
	☐ Do Not Text		Not Eligible		Wrong Number
	Do Not Walk		Not Home		
Campaign			0		
Input Type		\$			
Contact Type		≎ Any Pa	ass 🗘		

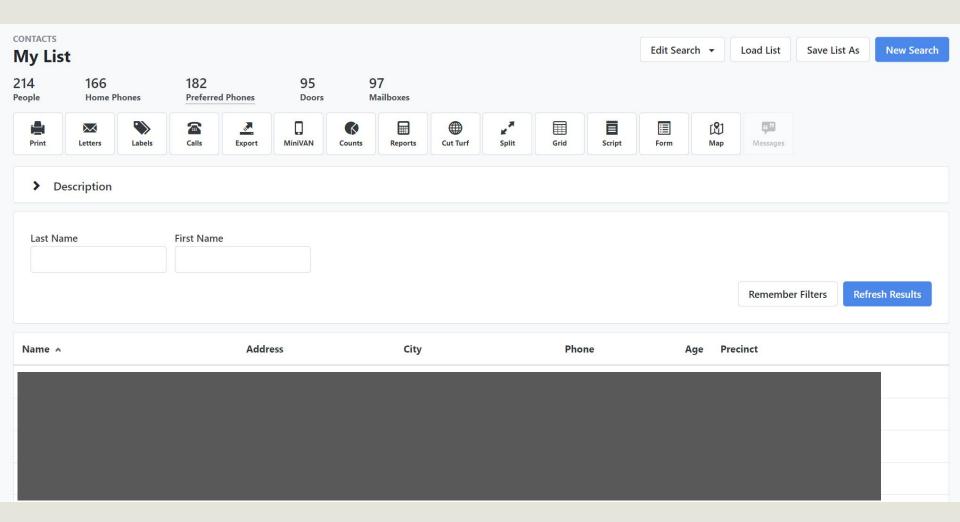
∨ Home Districts		\equiv
Search for Districts that have b	been applied to a person's physical Voting Address.	
County	•	
Media Market	•	
CD		
2011-2021 Congressional		
Senate	•	
2011-2021 State Senate		
Assembly		
2011-2021 State Assembly		
Rural Power District	•	
Catalist School District	•	
Unified School District	•	
Non Investor Owned Electric Utility	•	

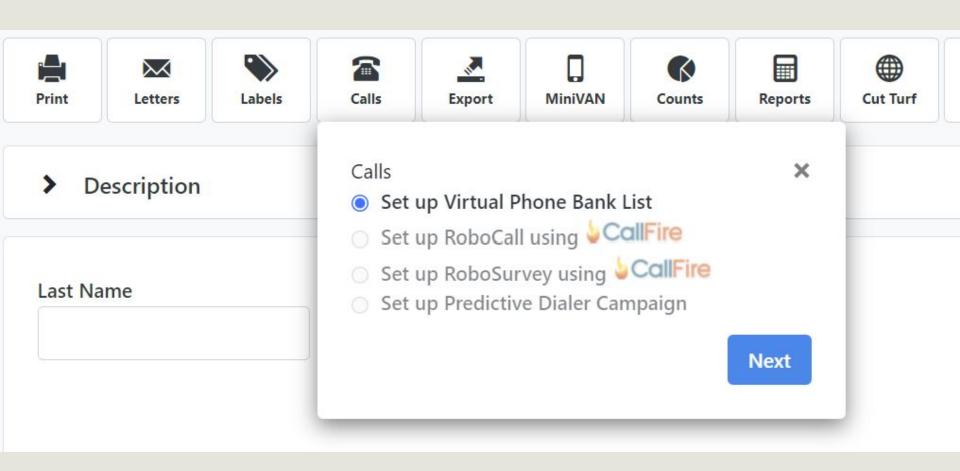
∨ v	oting History														■ ★	8
Inclu	de anyone who did	At Least		0		2	of	the followin	g							
	2023 General		0	Voted		Didn't Vote		Absentee		Early		Mail		Polls		
	2022 General		0	Voted		Didn't Vote		Absentee		Early		Mail		Polls		
	2021 General		0	Voted		Didn't Vote		Absentee		Early		Mail		Polls		
~	2020 General		0	Voted	0	Didn't Vote	0	Absentee	0	Early		Mail	0	Polls		
	2019 General		0	Voted		Didn't Vote		Absentee		Early		Mail		Polls		
~	2018 General		O	Voted	0	Didn't Vote	0	Absentee	0	Early	0	Mail	0	Polls		
	2017 General		0	Voted		Didn't Vote		Absentee		Early		Mail		Polls		
	2016 General		0	Voted		Didn't Vote		Absentee		Early		Mail		Polls		
	2015 General		0	Voted		Didn't Vote		Absentee		Early		Mail		Polls		
	2014 General		0	Voted		Didn't Vote		Absentee		Early		Mail		Polls		
	2013 General		0	Voted		Didn't Vote		Absentee		Early		Mail		Polls		
	2012 General		0	Voted		Didn't Vote		Absentee		Early		Mail		Polls		
	2011 General		0	Voted		Didn't Vote		Absentee		Early		Mail		Polls		
	2010 General		0	Voted		Didn't Vote		Absentee		Early		Mail		Polls		
	2009 General		0	Voted		Didn't Vote		Absentee		Early		Mail		Polls		
	2008 General			Votod		Didn't Vote		Absortoo		Early		Mail		Polls		

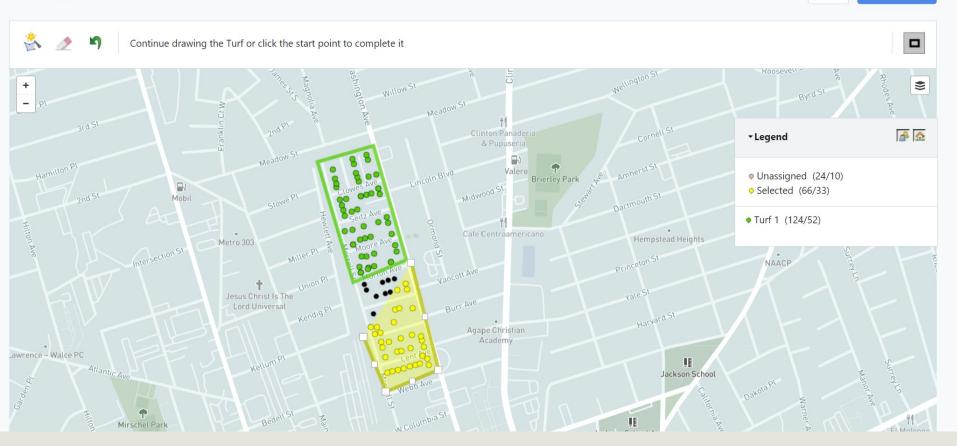
₩ Block-Level Census Data		*
2010 Population From	То	
2010 Population Over 18 From	То	
2010 Percent African American From	То	
2010 Percent Native American From	То	
2010 Percent Asian American From	То	
2010 Percent Hispanic From	То	
2010 Number of Housing Units From	То	
2010 Percent Vacant Housing From	То	

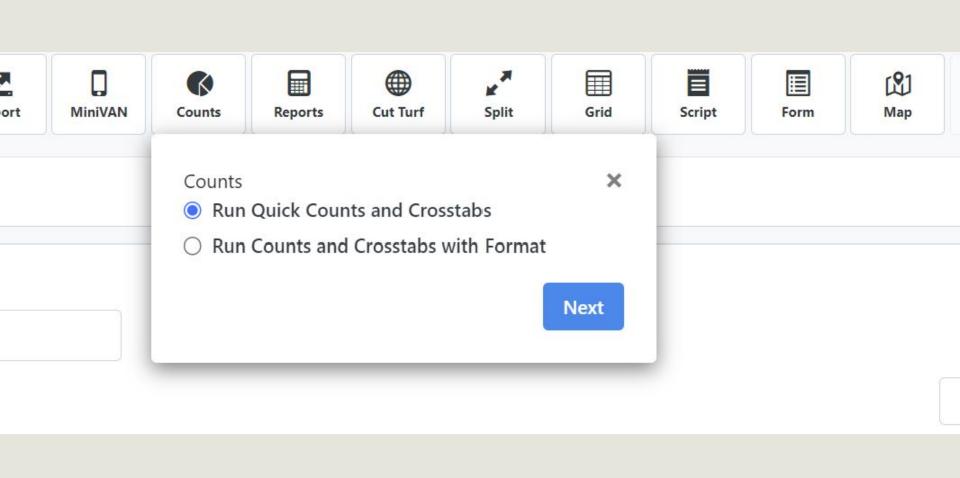
{Check All} {Un-Check All}

2022 GOTV: 2022AugVote [Check All]	2022 GOTV: 2022VoteGE [Check All]
☐ Yes	Polls
□ No	Absentee
Unsure	☐ Early
2022 GOTV: 2022GEVoteCommit [Check All]	☐ Already Voted
☐ Yes	Unsure
□ No	☐ Not Voting
☐ Maybe	2022 GOTV: 2022VotePE [Check All]
2022 GOTV: 2022GEVotePlan [Check All]	Polls
Polls	Absentee
☐ Early	☐ Early
Absentee	☐ Already Voted
☐ Already Voted	Unsure
Unsure	☐ Not Voting
☐ Not Voting	2022 Issue: 22LegislativeIssue [Check All]
2022 GOTV: 2022VoteAug [Check All]	☐ Yes
Polls	□ No
Absentee	Maybe
☐ Early	2022 Voter Reg: 2022 Voter Reg [Check All]
☐ Already Voted	☐ Yes
Unsure	□ No
☐ Not Voting	Maybe









Refresh Results

County	Not Home (# of Attempts)	%	Refused (# of Attempts)	%	Moved (# of Attempts)	%	Deceased (# of Attempts)	%	Canvassed (# of Attempts)	%	Tot Attemp
Dutchess	0	0%	0	0%	0	0%	0	0%	1	100%	
Nassau	605	70%	5	1%	41	5%	0	0%	164	19%	8
Nassau	603	7070	5	170	41	370	0	0%	164	1970	O
New York	1	50%	0	0%	0	0%	0	0%	0	0%	
Onondaga	437	63%	0	0%	94	14%	1	0%	102	15%	68
Orange	25	74%	0	0%	0	0%	0	0%	1	3%	
Putnam	1	50%	0	0%	0	0%	0	0%	0	0%	
Queens	165	68%	11	5%	0	0%	0	0%	33	14%	24
Rockland	34	64%	3	6%	0	0%	0	0%	1	2%	1 !
Schenectady	Ĭ	100%	0	0%	0	0%	0	0%	0	0%	
Suffolk	4	100%	0	0%	0	0%	0	0%	0	0%	
Westchester	27	64%	2	5%	1	2%	0	0%	0	0%	
Total	1,300	67%	21	1%	136	7%	1	0%	302	16%	1,935

Uirtual Phone Bank List © 2024 NGP VAN - Privacy Policy

Q Search for a page

★ Home★ Main Menu★ Voter Contact

✓ PEOPLE Q Create a List My Folders My List (214 People) Quick Look Up ▼ DATA ENTRY Form View Grid View Quick Mark Script View ✓ ORGANIZING danvass Results MiniVAN Campaigns MiniVAN Commit My Turfs Virtual Phone Bank

YOU MATCHED YOUR DATA TO THE VOTER FILE - NOW WHAT?

- Re-importing matched data.
- What can you do with this information?
- What do you want to do with it?