

People's Action
Deep Canvass Political
Persuasion Experiment
& Program
Donor Briefing

August 19, 2020

MOVEMENT POLITICS PROGRAM OVERVIEW

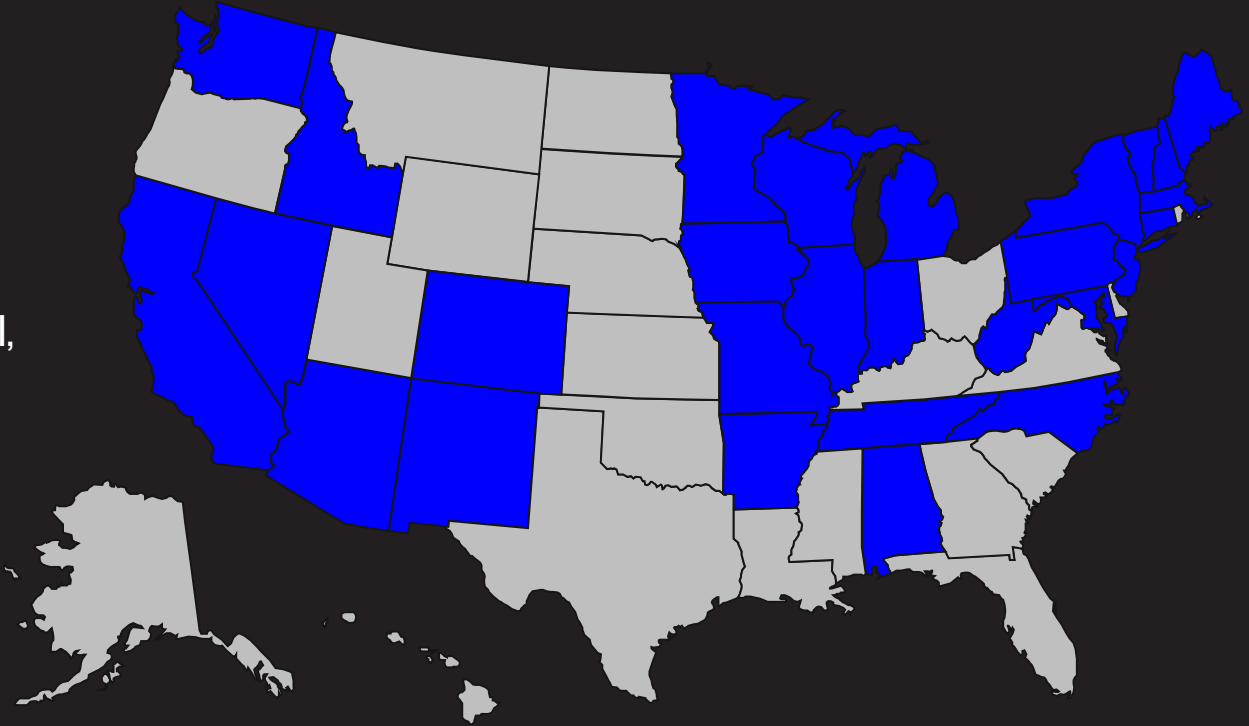
PRIORITY STATES

Pres: AZ, IA, WI, MI, PA, NC, NH & ME-2

Senate: AL, NC, ME, IA, CO & AZ

US House: AZ, NV, WA, CO, IA, MN, WI, MI,
IL, PA, NH, ME, NC

Legislature Swings R-D: NC, MI, WI, MN,
IA, AZ (MO Veto Proof)





Send Us a Tip

Rolling Stone

Menu Music TV Movies Politics Culture Video Ch

HOME > POLITICS > POLITICS FEATURES

JULY 15, 2020 6:00AM ET

Can Millions of Deep Conversations With Total Strangers Beat Trump — and Heal America?

COVID-19 has upended the 2020 campaign. Activists are testing a cutting-edge strategy to change the hearts and minds of voters in our pandemic election

By **ANDY KROLL**



Photo Illustration by Joe Rodriguez. Phone: Digital Visions/Getty Images; Sticker: ROBYN BECK/AFP/Getty Images



And in a time when so many of our conversations feel shallow despite the embarrassment of platforms on which we can have those conversations, deep canvassing offers a promising alternative, a way to find common ground and make human connections in a time of political polarization and tribalism. Even in a pandemic.

Co-hosts for today's briefing

- Democracy Alliance
- Rural Democracy Initiative
- Avalanche Insights
- Western States Center
- Race Class Narrative Action
- Preston Werner Initiatives

Anchor Organizations & Partners

People's Action & Member Groups:

Citizen Action of Wisconsin

TakeAction Minnesota

Michigan People's Campaign

**Rights and Democracy New
Hampshire**

**Down Home North Carolina;
Pennsylvania United**

The New Conversation Initiative

**Sequoia Research, LLC [Kalla &
Broockman]**

Deep Canvass Political Persuasion Advisory Committee

OUR ADVISORY COMMITTEE

Democracy Alliance

Rural Democracy Initiative

Avalanche Insights

Western States Center

Race Class Narrative Action

Preston Werner Initiatives

Service Employees International Union

American Federation of Labor - Congress of Industrial Organizations

Way to Win

America Votes Wisconsin

Movement Voter Project

Analyst Institute

The Movement Cooperative

Working America

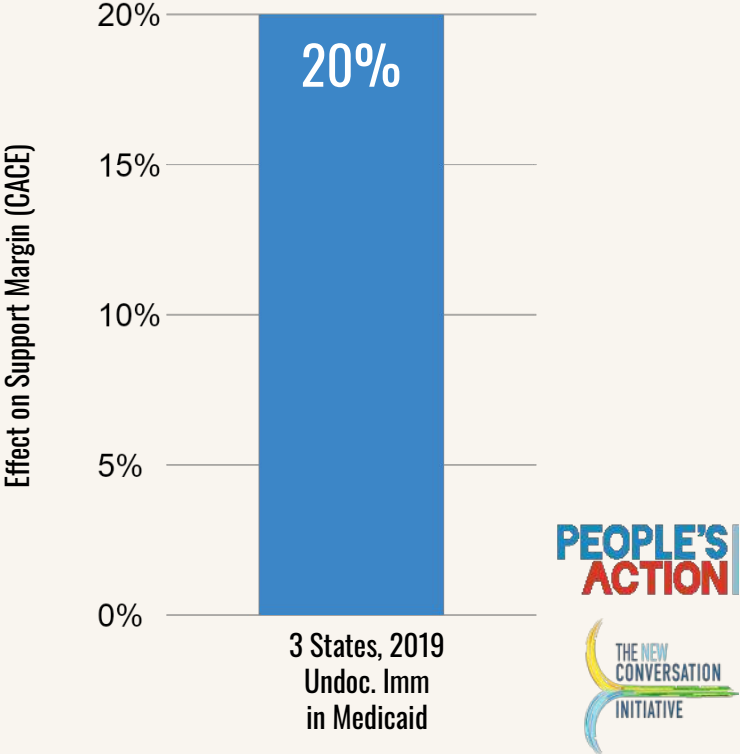
Indivisible

Immigration Hub

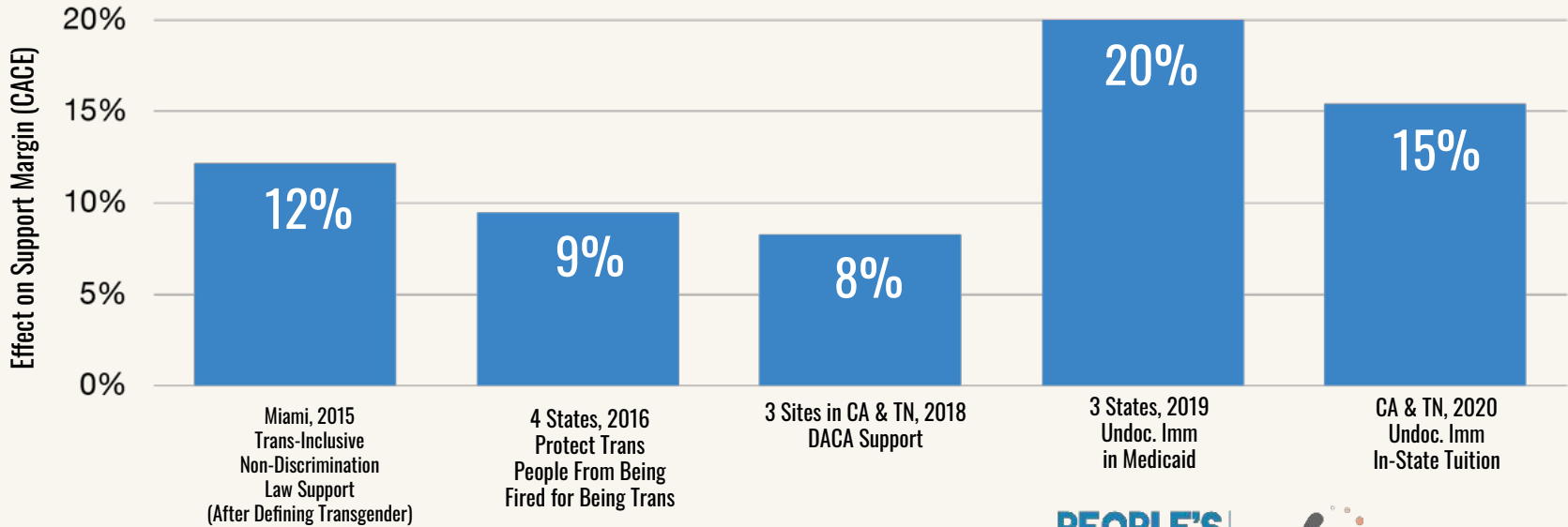
Strategic Victory Project | Organize Together

Suzette Masters Brooks

BACKGROUND: C3 DEEP CANVASS TESTS - EXAMPLES OF IMPACT

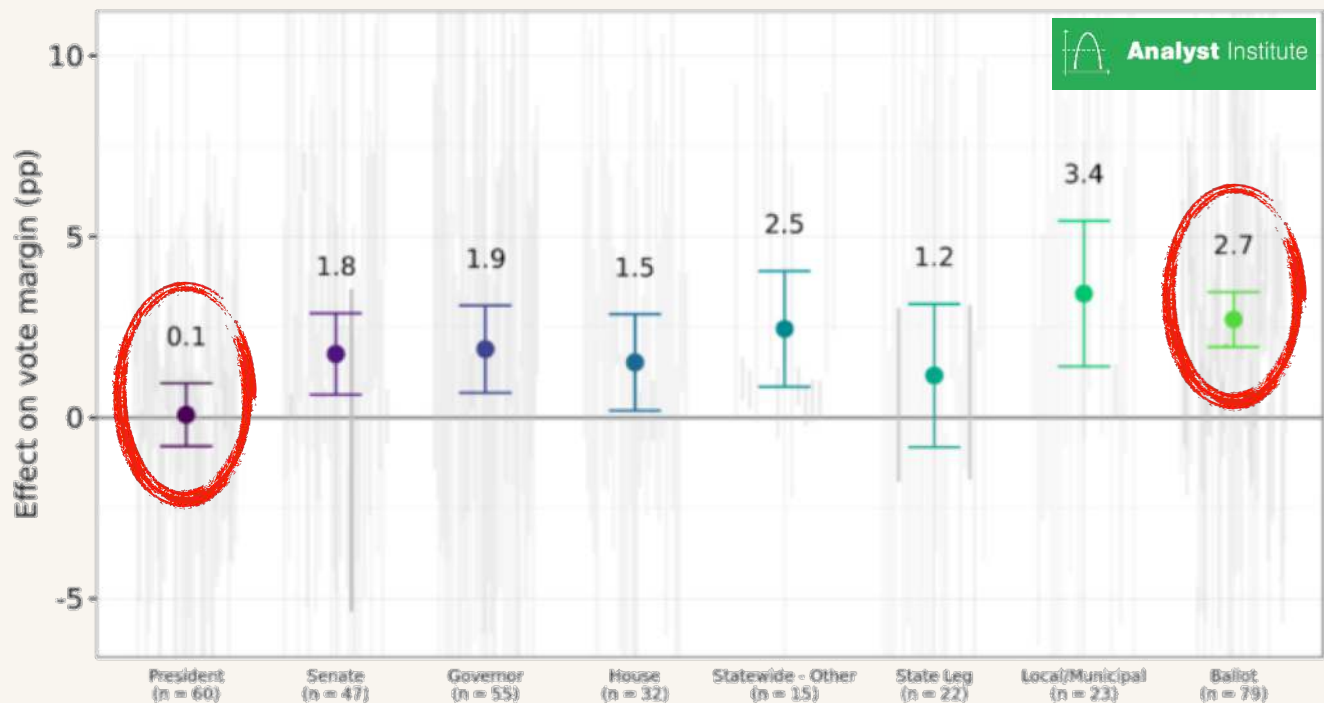


BACKGROUND: C3 DEEP CANVASS TESTS - EXAMPLES OF IMPACT



And they last!

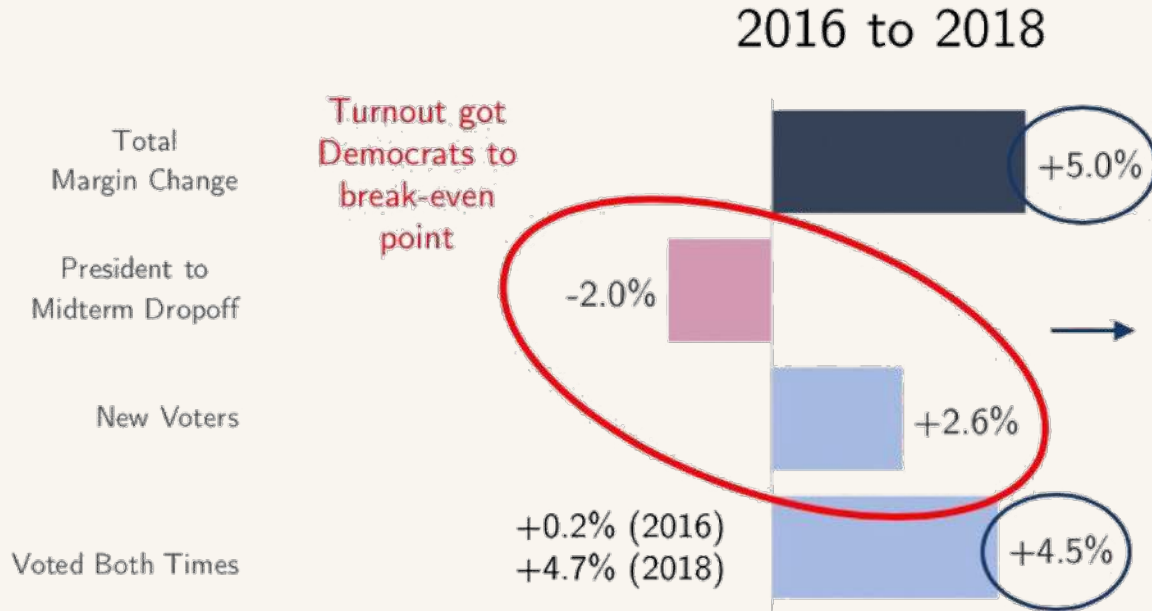
VOTE MARGIN EFFECTS BY ELECTION OFFICE TARGETED



Includes 333 treatments from 155 tests

WHY PERSUASION?

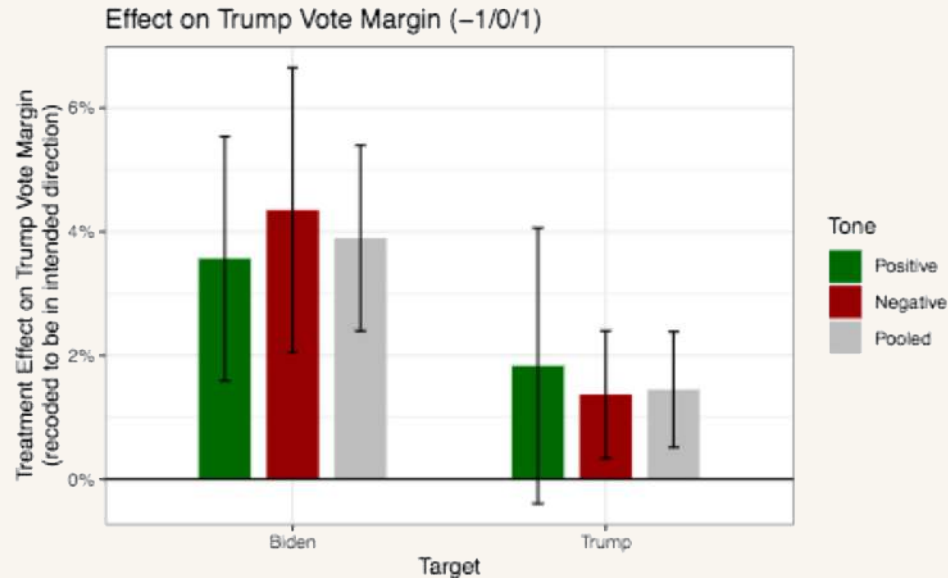
Persuade to vote & vote the right way



At least **89%** of the final margin was due to people changing their votes

PRO-BIDEN INFORMATION TWICE AS EFFECTIVE AT MOVING VOTE CHOICE

Figure 1: Effect on Vote Margin of Pro-Biden, Anti-Biden, Pro-Trump, and Anti-Trump Information



Notes: This Figure shows the average effects of showing respondents specific pro-Biden, anti-Biden, pro-Trump, and anti-Trump statements on Trump vote share, coded as -1/0/1. The estimates are from multivariate regressions reported in Table A1. 95% confidence intervals surround point estimates.



Ella Barrett

TRADITIONAL CANVASS

**Get an ID
(Yes / No / Maybe)**

**Train Canvassers
to Use a Script**

**Canvasser Delivers
a Message**

DEEP CANVASS

**Surface Complexity
(1 - 10 Scale)**

**Train Canvassers
to Listen & Ask Questions**

**Canvasser and Voter
Exchange Vulnerable Stories**

DEEP CANVASS SCRIPT STRUCTURE

Step 1: 1-10 Scale - Surface complexity

Step 2/3: Story Share - Care and Personal Stake Stories

Step 4: Help voter process conflict with Biden

Step 5: Make the Case

Step 6: 1-10 scale

**PEOPLE'S
ACTION**

THE NEW
CONVERSATION
INITIATIVE

SCRIPT NARRATIVE – Who will represent my needs?



MAP EMOTIONAL JOURNEY OF VOTERS

Build rapport through wellness check and empathy through vulnerable story sharing

ACTIVATE HOPE and AGENCY

Story sharing about care and personal stake in the election and making the case for “a President that has compassion & care”

BRIDGE to BIDEN

Share stories VP Biden’s character and personal experiences of tragedy and role in leading country during crisis

THE SCRIPT PROCESS

Collaborative & Iterative Process

3 months

6 states, 9 organizations

15 organizers

27 Iterations!



Experiment Overview

Conversations

- 90% of voters shared a personal story
- 695 completed conversations

Voters

- States: MI, MN, NC, NH, PA, and WI
- Higher propensity voters

RESEARCH DESIGN (DIFFERENCE-IN-DIFFERENCES)



Survey
Recruitment



Two Online
Surveys



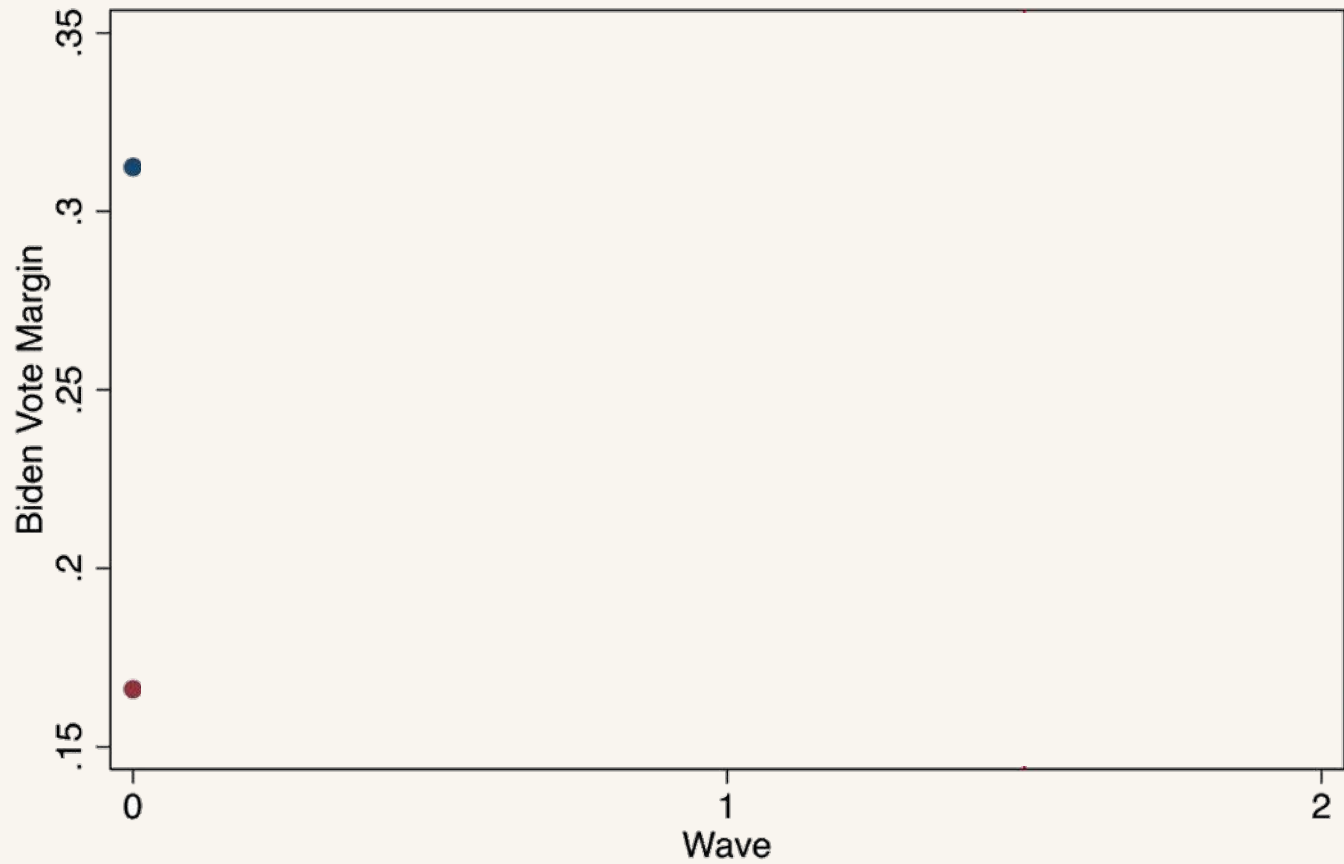
Reached
Not Reached

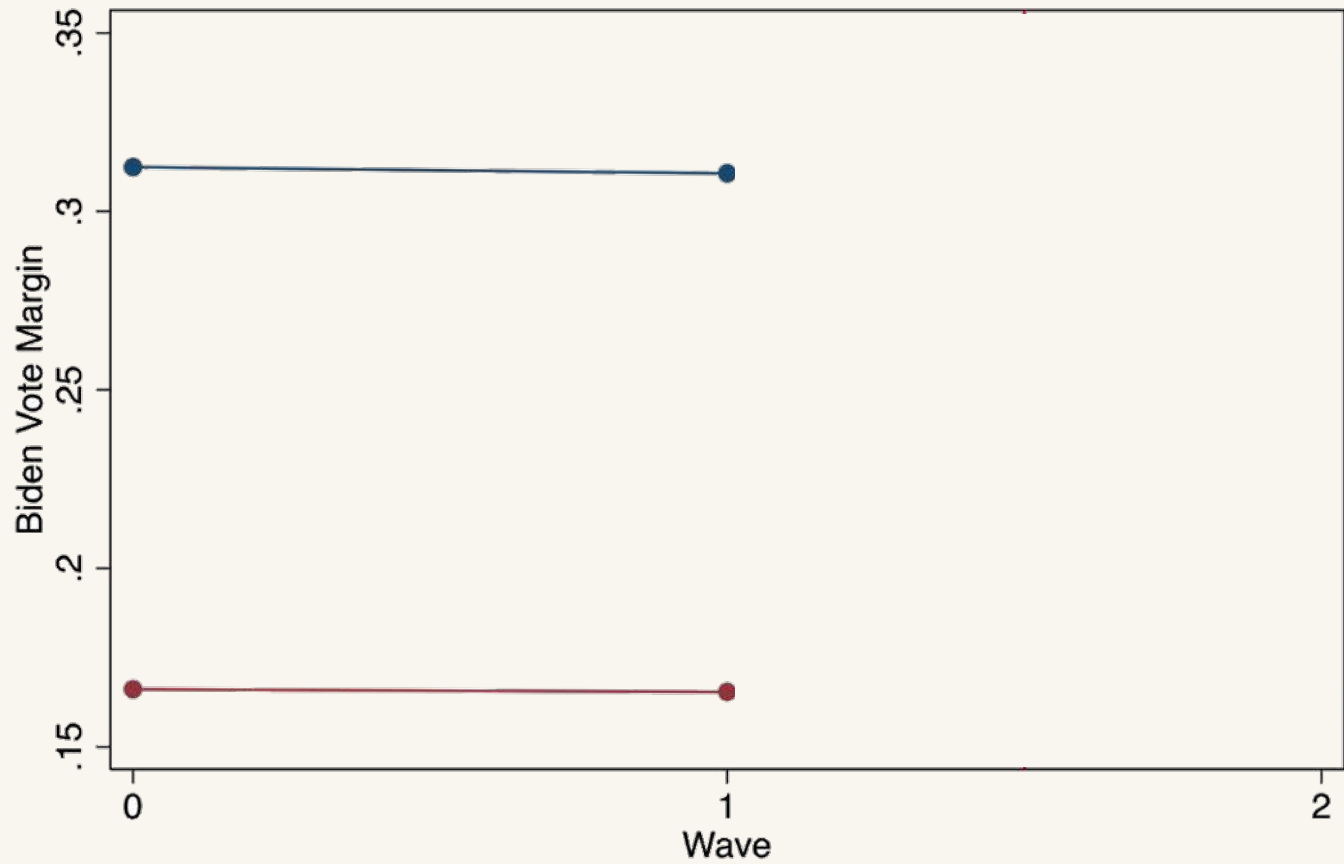


Online Survey
~6 days after

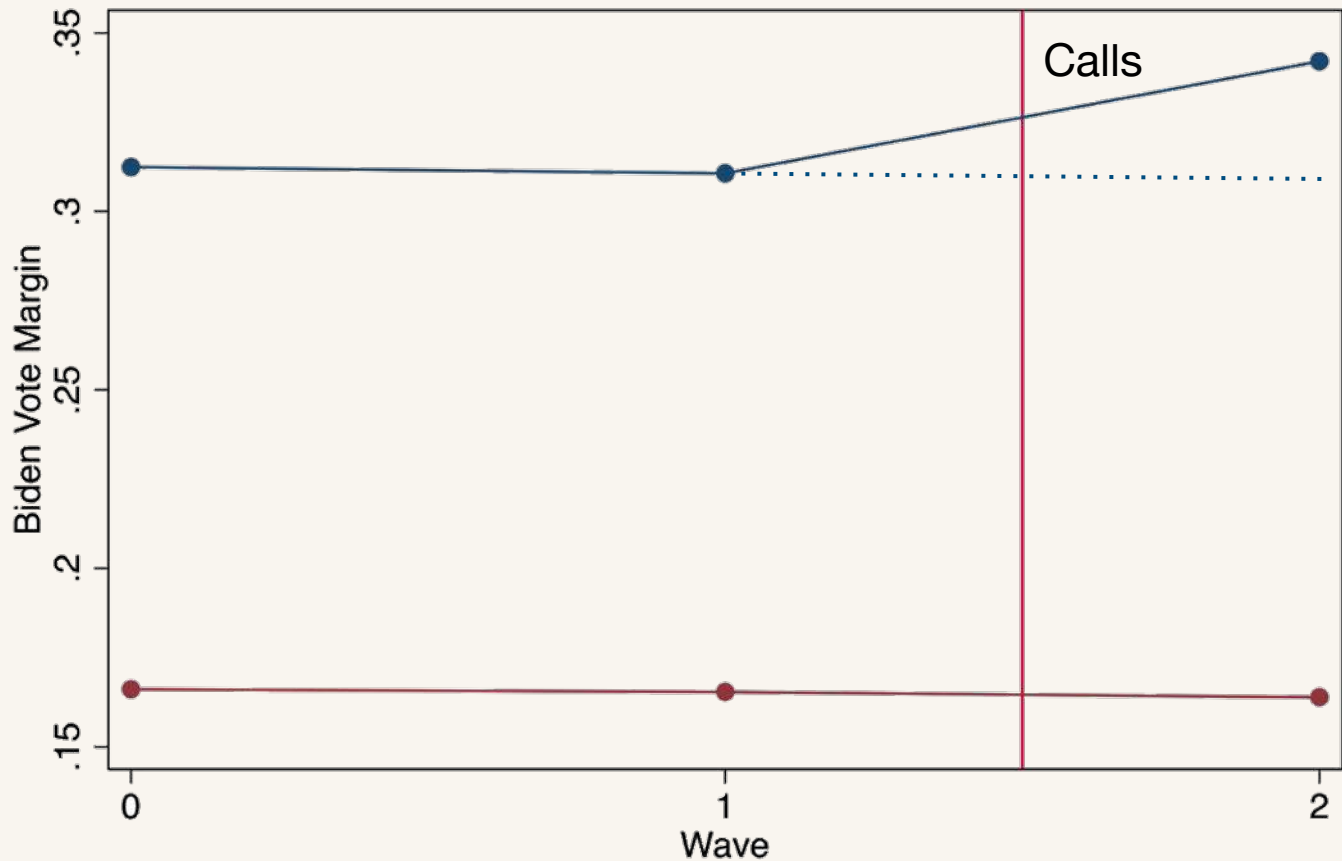


Note for technical audience: placebo tests look good, results in full deck online.



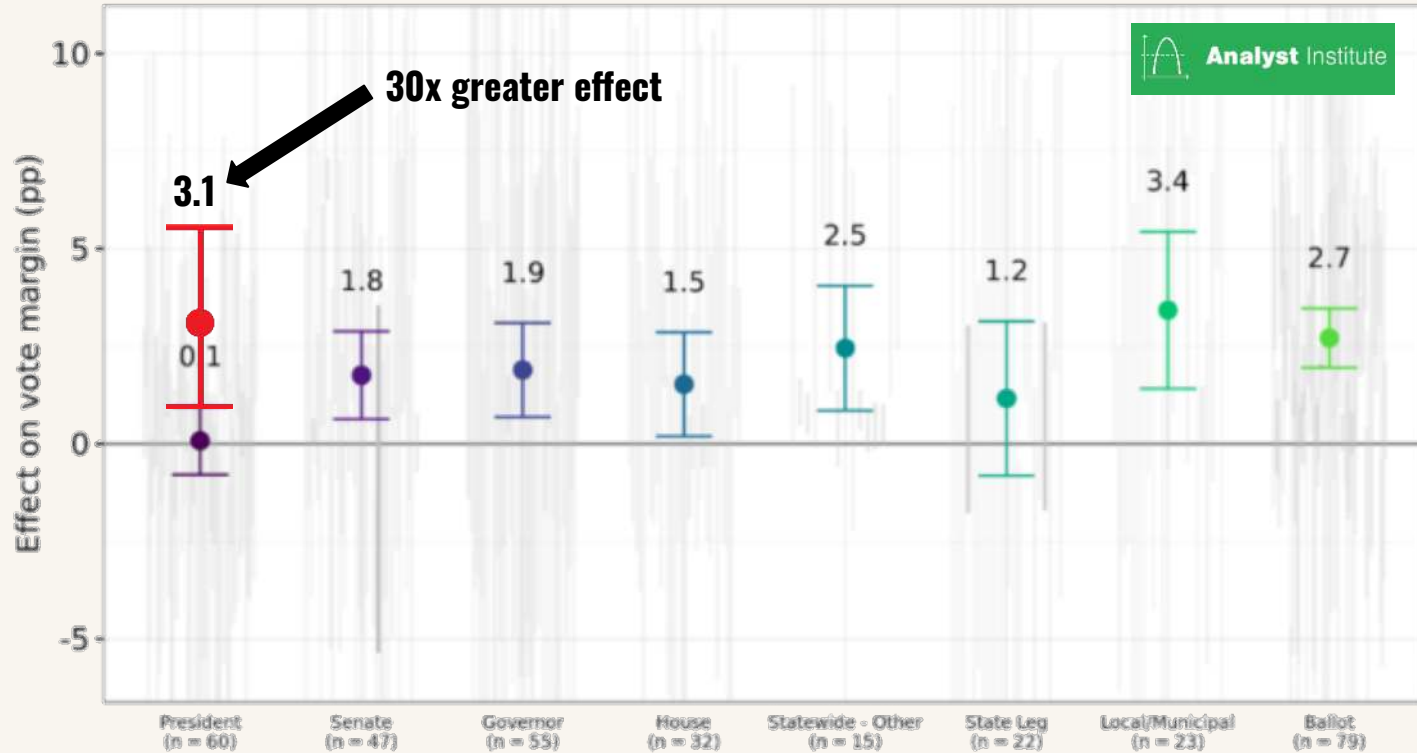


Reached Not Reached



} Calls **increased** Biden vote margin by 3.1 points (p = 0.03)

VOTE MARGIN EFFECTS BY ELECTION OFFICE TARGETED



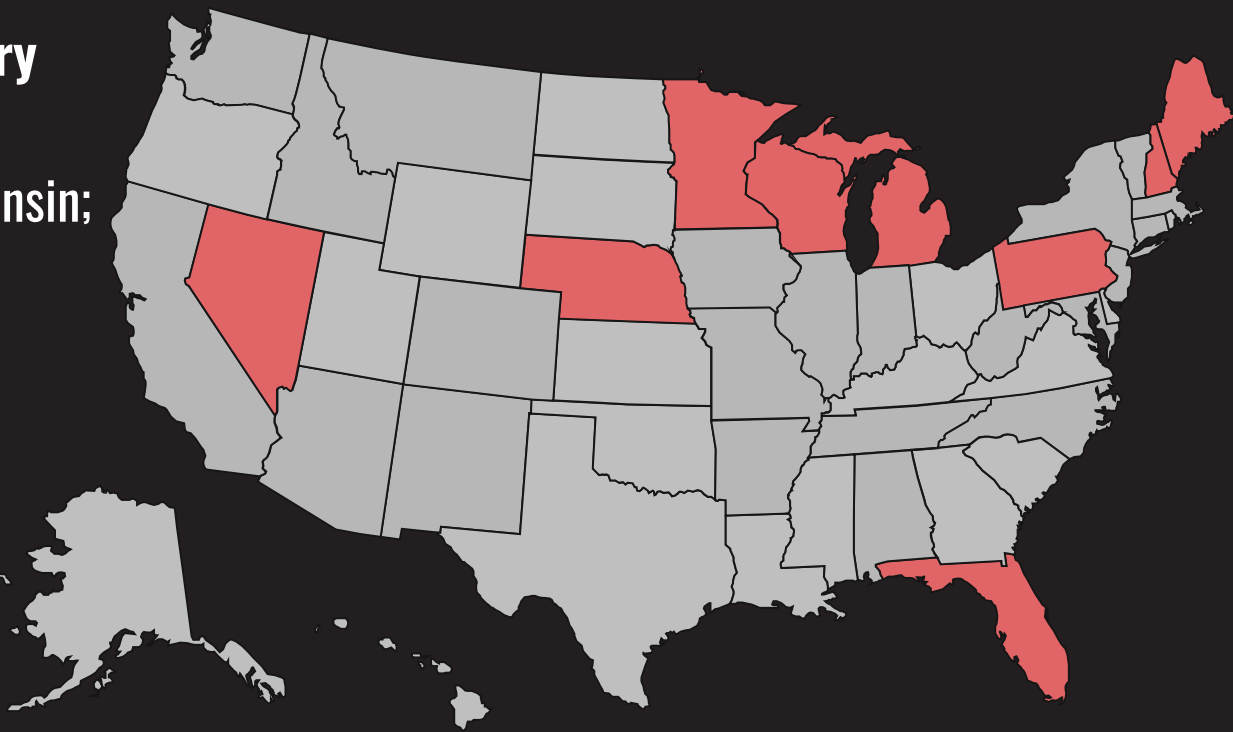
Includes 333 treatments from 155 tests

HOW BIG IS 3.1PP ON VOTE MARGIN?

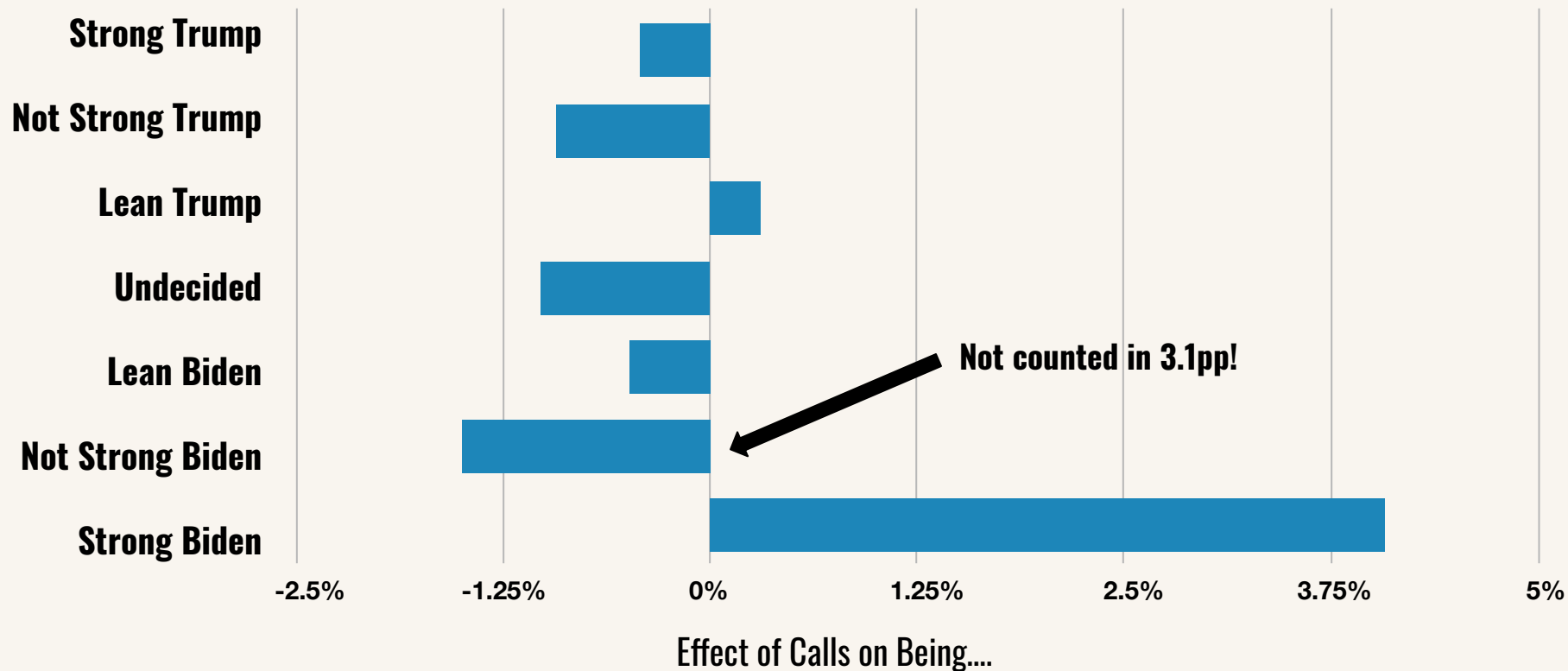
Larger than the 2016 victory margin in 9 states:

Michigan; Pennsylvania; Wisconsin;
Florida; New Hampshire;
Minnesota; Nebraska CD-2;
Nevada; and Maine

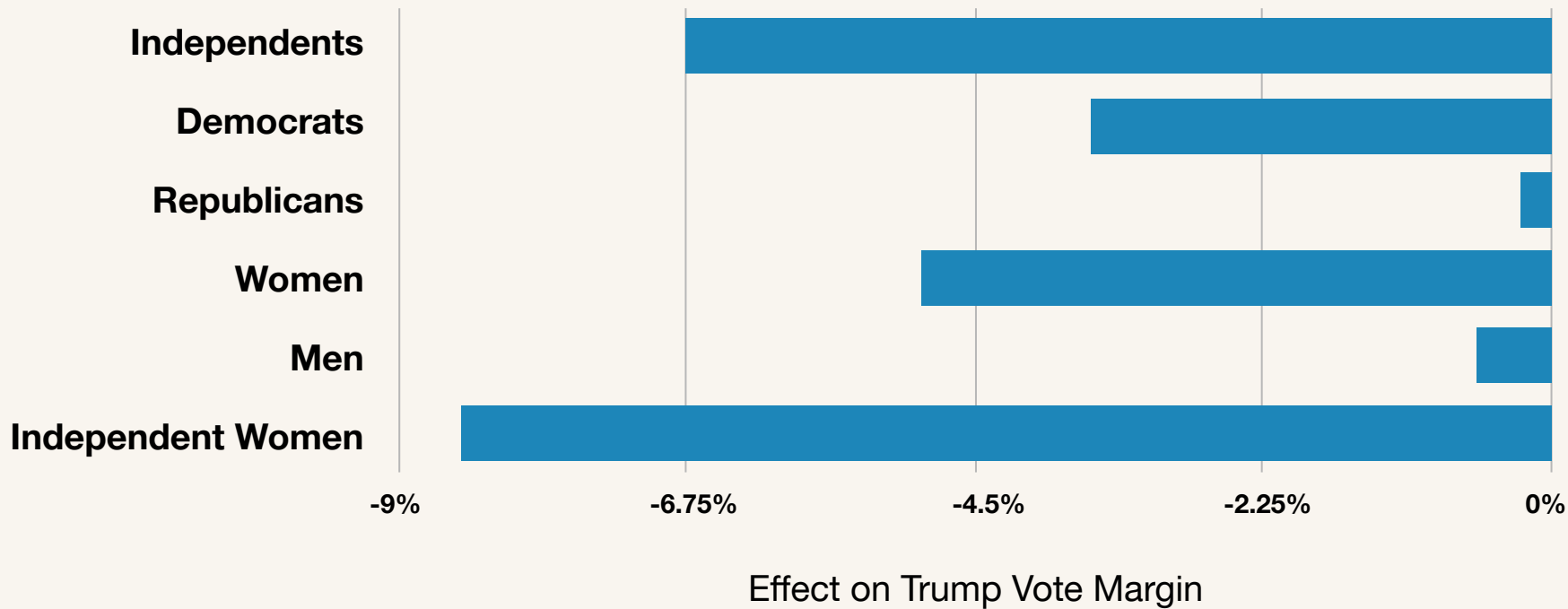
**Total of 108
electoral votes**



DIGGING INTO THE MOVEMENT



WHO IS MOVING?



Next Research Steps

- **Persuasion model
for scale-up
targeting**
- **One month survey**

PRIORITY STATES: AZ WI MI PA - MN NC NH

7 states

MASS TEXTING PROGRAM

**8 million
voters**

DEEP CANVASS CONVERSATIONS

350,000

VOLUNTEER SHIFTS

44,000

TOTAL BUDGET

\$4.61 M

CURRENT GAP

\$2.79 M

COST PER DEEP CANVASS CONVERSATION

\$14.72

PROJECTED COST PER NET DEMOCRATIC VOTE

\$475

**For more information contact
Adam Kruggel at
a.kruggel@peoplesaction.org**