

The New Voter Engagement Report

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A Simple Tool for Finding and
Canvassing Your Newest Voters

New Voter Engagement (NVE)

- Each month, the Voter Analysis Tool (VAT) creates a list of New Voters for each precinct as soon as that information comes from the Florida Division of Elections (FDOE).
 - Compares voter data from the previous month with the newest data.
 - Report options: New DEM Voters, New NPA Voters, Birthdays this month, and voters needing to enroll in Vote by Mail.
- The **New Voter Engagement Report** allows you to easily identify and contact your newest DEMs within weeks of their registering to vote, or upon their turning 18 if pre-registered.
- Free of charge - supported by Florida Data Director Council

What is in the New Voter Report?

- Your county VAT Administrator can send precinct leaders a monthly email with a link to the New Voter Report
- Basic Voter Info – State Voter ID, Name, Address, Party, Phone and Email if available
- Identifies why a new voter is “new”
 - New Registrations – moved into your county
 - Moved into Precinct from within your county
 - Party Change
 - Status Change from inactive to active (or the reverse)

Why is “NVE” SO Important?

- Contacting voters personally makes a difference!
- Timely opportunity to WELCOME voters in your community
- Easy group to canvass – eager to meet other Dems
- Chance to verify and collect phone and email contacts to improve VAN
- Good source of new volunteers
- Chance to enroll in Vote by Mail or encourage Early Voting, Get out the Vote
- Enables you to focus on “Low-Turnout Voters”
 - “New”, “Warm”, “Cold”
(“New” no FL voting record; “Warm” have not voted consistently; “Cold” not voted recently)

Here's what you see when you click the link in the monthly email - click on New Voters DEMs

New Lists from VAT

Precinct 303

The Voter Analysis Tool has been updated with new data. Here are links to your current lists.

- [New Voters - Registered DEMs](#)
- [New Voters - Registered NPAs](#)
- [Left Leaning NPAs](#)
- [DEMs to Enroll in VBM](#)

Note: These links can be used up to 5 times. After the 5th request they will expire. If that happens, please contact rbiltgen@me.com and request another email.

Message sent: 09/18/23 02:55:57

VAT Report Options – Right Upper Corner

- Options for the report **format**
 - Printable Standard Format
 - **Printable in Canvassing Format** (recommended)
 - Spreadsheet - “Raw Data” for sorting by age, voter temp, turned 18
- **All formats have the same information**
 - Name
 - State Voter ID – different from the VAN ID but also in VAN
 - Address(es) – voting address always – may have “mailing address”
 - Phone if available
 - Email if available

VAT Newest DEMS Report "Print Friendly"

What is reported under the Info Header?

Lee County - Precinct 303 New Voters (Registered Dems)

As of 01/31/2024

[Print Friendly](#)
[Canvass List](#)
[Raw Data](#)
[Formatted Data](#)

VoterID	Info	Name	Address	Phone/Email
111397715	Age: 94/COLD REP->DEM VBM Enrolled Party Change	Rita	26852 South Bay DR UNIT 104 Bonita Springs, FL 34134	DOE Phone: 495-3432 VAN Home: (239) 495-3432
132073377	Age: 75/NEW Moved to FL	Constance I	3442 Wildwood Lake CIR Bonita Springs, FL 34134	DOE Phone: (612) 723-2399 FLADELAND6284@GMAIL.COM
132067875	Age: 72/NEW Moved to FL	Steven	3442 Wildwood Lake CIR BLDG 3442 Bonita Springs, FL 34134	DOE Phone: (612) 723-2399 SRFOX702@GMAIL.COM
132106291	Age: 66/NEW Moved to FL	John	4100 Bayhead DR UNIT 202 Bonita Springs, FL 34134	
132083204	Age: 22/NEW VBM Enrolled Moved to FL	Megan	26876 Wedgewood Dr APT 203 Bonita Springs, FL 34134	DOE Phone: (224) 500-1047 MMCGUCKIN10@GMAIL.COM
132084462	Age: 85/NEW VBM Enrolled Moved to FL	Carol	26850 South Bay Dr UNIT 344 Bonita Springs, FL 34134	

VAT Newest DEMS Report "Canvass List"

Same Information to Print for Canvassing

Lee County - Precinct 303
New Voters (Registered Dems)

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As of 01/31/2024

Info	Residence Address Mailing Address	Phones Email Address	Canvass Result	VBM	A	B	C	D	Notes
111397715 Age: 94 OLD DEM REP->DEM Precinct: 303 Party Change	Rt: 6852 South Bay Dr Unit 104 Bonita Springs, 34134	DOE: 495-3432 Home: (239) 495-3432		A					
132073377 75 NEW DEM Precinct: 303 Moved to FL	Bonita Springs, 34134	DOE: (612) 723-2399 fladeland5284@gmail.com							
132067875 Age: 72 NEW DEM Precinct: 303 Moved to FL	3442 1 dg 3442 Bonita Springs, 34134	DOE: (612) 723-2399 srfcx7028@gmail.com							
132106291 Age: 66 NEW DEM Precinct: 303 Moved to FL	410 02 Bonita Springs, 34134								
132083204 Age: 22 NEW DEM Precinct: 303 Moved to FL	2687 01 203 Bonita Springs, 34134	DOE: (224) 500-1047 mmogucin10@gmail.com		A					
132084452 Age: 85 NEW DEM Precinct: 303 Moved to FL	2685 344 Bonita Springs, 34134			A					
132131711 Age: 81 NEW DEM Precinct: 303 Moved to FL	268 324 Bonita Springs, 34134								
132102971 Age: 61 NEW DEM Precinct: 303 Moved to FL	270 201 Bonita Springs, 34134	llhich@aol.com							
131610895 Age: 63 NEW DEM REP->DEM Precinct: 303	3370 Riviera Lakes Ct Bonita Springs, 34134	llcasullivan1531@gmail.com							

What Does It all Mean?

- Rita is on the “new” list because she changed from **Republican to Democrat**
 - Rita is a **COLD Dem** = has not voted in past 2 elections
 - Perhaps this 94 year old feels fired up to vote this year

Info	Residence Address Mailing Address	Phones Email Address
111397715 Age: 94 COLD DEM REP->DEM Precinct: 303 Party Change	Rita 26852 South Bay Dr Unit 104 Bonita Springs, 34134	DOE: 495-3432 Home: (239) 495-3432
132073377 Age: 75 NEW DEM Precinct: 303 Moved to FL	Constance 3442 Wildwood Lake Cir Bonita Springs, 34134	DOE: (612) 723-2399 lladcland5284@gmail.com

- 75 year-old Constance is on the “new” list because she **moved into Florida**
 - She has both a phone listed and email address

You Record Lots of Info on this Form

- Canvass Results: C = canvassed; WN = wrong number; LM = left message
- VBM Column: "A" = *already* enrolled in Vote by Mail
- Codes for A-D (Join Club? Informed Democrat? Volunteer? Email?)
- Notes for details
- Your county data team will enter this important information into VAN

Info	Residence Address Mailing Address	Phones Email Address	Canvass Result	VBM	A	B	C	D	Notes
111397715 Age: 94 COLD DEM REP->DEM Precinct: 303 Party Change	f 26852 South Bay Dr Unk 104 Bonita Springs, 34134	DOE: 495-3432 Home: (239) 495-3432	WN	A					
132073377 Age: 75 NEW DEM Precinct: 303 Moved to FL	l 3442 Wildwood Lake Cir Bonita Springs, 34134	DOE: (612) 723-2399 fladcland6284@gmail.com	C						
132067875 Age: 72 NEW DEM Precinct: 303 Moved to FL	3442 Wildwood Lake Cir Bldg 3442 Bonita Springs, 34134	DOE: (612) 723-2399 srfox702@gmail.com	LM						

Codes for New Voter Engagement Canvassing Form (included in the Quick Guide Instructions)

The **Canvass Result** column indicates whether you were able to talk with the voter – if so, enter **C** (for “Canvassed”) and fill out the rest of the form for that voter. If not, use the following codes:

LM	Left Message	NH	Not Home	BZ	Busy	WN	Wrong Number
CB	Call Back	DC	Deceased	OD	Out of Order	WX	Disconnected
MV	Moved	VC	Vacant	GT	Gated	IN	Inaccessible
RF	Refused Contact	LD	Lit Dropped	SP	Spanish	LG	Other Language

The **VBM** column indicates the voter’s Vote by Mail intention. **A** indicates they are already enrolled in VBM. Use the following codes to indicate VBM intention/action:

Y	Yes	N	No	U	Unsure	C	Collected VBM Form
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Column A: Enter **Y** if they are interested in joining clubs and caucuses.

Column B: Enter **Y** if they would like to subscribe to the Informed Democrat.

Column C: Use the following codes to indicate if they are interested in volunteering.

Y	Yes	M	Maybe	N	No	L	Later
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Column D: Enter **Y** if the voter provided an email address for follow-up.

The Notes column can be used for additional information

- “Rita has difficulty walking but is willing to do tabling events for Voter Registration.”
- “This voter’s name appears as Margaret but goes by Peggy.”
- ‘Delete phone numbers as shown”

How to Use NVE with Voters

- Print New Voter Canvassing List
- Identify What You Know – What You Do Not Know
- Select an Avenue of Engagement
 - Is there a phone #, address(es), email?
- Consider the best conversation starter
 - Welcome!
 - Information about polling places, Vote by Mail, early voting
 - Answer questions
 - Happy Birthday for 18 year olds
- Make contact – gather information – record on the NVE Canvassing List

Real Life Examples of NVE

A New “Hot Dem” Already in VBM

111586853	Age: 80/HOT Moved into Precinct VBM Enrolled	Rafael	FORT MYERS, FL 33906 4221 OTHEI	DOE Phone: (239) 330-0905 VAN Home: (239) 330-0905
	Age: 20			

- **Moved into Precinct** → Rafael just moved to this precinct from another precinct in your county
- What you know about him
 - Has a voting history: He’s a **HOTDem** –voted in 2020 and 2022
 - VBM Enrolled → Already enrolled in Vote by Mail for 2024
 - Phone Number – best “avenue of engagement”
- What you don’t know
 - His email address
- Conversation starter
 - Welcome him to your precinct
 - See if he has an email address
 - Maybe some members of his family aren’t in VBM
 - Maybe some children or grandchildren aren’t registered to vote

A New HOT Dem Not in Vote by Mail

<p>Moved to FL 111924000</p> <p>Age: 41 HOT DEM Precinct: 007 Moved into Precinct</p> <p>117412216</p>	<p>Shaunte</p> <p>1512 Veronica [redacted] Blvd Fort Myers, 33916</p>	<p>DOE: (404) 844-1123 Home: (239) 243-8360 Cell: (305) 761-6655</p>		
	Johnathan Dunate Gibbons			

- Shaunte also moved from another precinct in Your County
- What you know about her
 - She's a **HOT Dem**, but **not in VBM** (see blank box far right under "VBM")
- What you don't know
 - Multiple phone numbers –probably not all good
 - Email address
- Conversation Starter
 - **Welcome her to your precinct**
 - Figure out which phone numbers are correct
 - Get her email
 - **Encourage her to enroll in VBM**

A New COLD Dem with Two Addresses

126	124560794	Age: 57/COLD Moved to LEE	Marla Sue Mason	1245 Periwinkle WAY ART 10 Sanibel, 33957 VAN Mailing Address: 1761 Seefin Ct Indian Trail, NC 28078	VAN Cell: (513) 310-7045
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- Marla just moved to Your County from another Florida county, where she was registered to vote
- What you know about her
 - Voting history: COLD Dem – didn't vote in 2022 or 2020
 - Not in Vote by Mail
 - Very unlikely to vote in 2024 unless you can enroll her in VBM
 - She's a snowbird with two addresses (one out of state)
- *The Snowbird Trap: VBM Ballots are NOT forwarded*

Lee County Vote by Mail Enrollment Form

Voter's Name: [Required]	Last Name	First Name	Middle Name	Suffix
Lee County Residence Address: [Required]	Address	Apt/Lot/Unit	City	Zip Code
Mail Ballot To: <i>Only if different from residence address.</i>	Address	Apt/Lot/Unit	City	State Zip Code

- Every voter has an official "Residence Address" that confirms state residency
 - Determines their precinct, polling place and ballot
- Some also have a different "Mail Ballot To" address aka "Mailing Address"
 - Mailing Address can be a different address used for election-related mailings
 - PO Box locally
 - Second home in a different location including another state
- Voter can change back and forth online or by phone at SOE @ lee.vote

Lee County Vote by Mail Enrollment Form

Voter's Signature:  [Required] **X**

Voter's signature is required for written requests or when the mailing address for a ballot differs from the one on file in the voter's record. Exception: An absent uniformed services voter's or overseas voter's ballot mailing address may differ from the one on file in the voter's record.

*Florida Law does not allow Vote-by-Mail ballots to be sent by forwardable mail!
 Are you traveling between elections? Make a separate request for each election to ensure you receive your ballot.*

VOTE-BY-MAIL BALLOTS REQUESTED [CHECK ALL THAT APPLY]

March 19, 2024	<input type="checkbox"/> Presidential Preference Primary Election	Mail to: <input checked="" type="checkbox"/> Residence <input type="checkbox"/> Mailing Address
August 20, 2024	<input checked="" type="checkbox"/> Primary Election	Mail to: <input type="checkbox"/> Residence <input checked="" type="checkbox"/> Mailing Address
November 5, 2024	<input checked="" type="checkbox"/> General Election	Mail to: <input checked="" type="checkbox"/> Residence <input type="checkbox"/> Mailing address
All Elections	<input type="checkbox"/> All elections for which I am eligible through December 31, 2024. Vote-by-mail requests expire on December 31, 2024.	

- A voter selects the address where each election ballot should be mailed.
- Marla has selected to send ballots for the March primary and November General Election to her Florida address. She wants the August primary ballot mailed to her snowbird address.
- Since Marla already has two addresses in the system, she can register for Vote by Mail and request a "snow bird ballot" online or with a phone call to the SOE 239-LEE-VOTE.
 - Snowbirds adding their northern address in the SOE system for the first time (i.e., not shown on your canvassing list) need to mail or drop off a paper VBM Request with a signature.

A New DEM in Your County

VoterID	Info	Name	Address	Phone/Email
125281678	Age: 33/WARM Moved to LEE	Savannah'	1348 Brookhill DR	DOE Phone: (904) 329-9939 VAN Home: (904) 329-9939

- Moved to YOUR county from another Florida county where she has voted
- What you know about her
 - Voting history: **WARM** Dem –voted in one but not two of the last elections
 - **Not in Vote by Mail**
 - Phone number
- What you don't know
 - Email address
- Conversation Starter
 - **Welcome her to Lee County**
 - **Encourage her to enroll in VBM**
 - **Get her email address**

A New DEM Convert in Your Precinct

127026397	Age: 61 NPA->DEM Moved into Precinct	Alonzo I	3438 Lantana ST
.....	Age: 45

- **NPA->DEM** - Alonzo just moved to your precinct and switched from NPA to DEM
- What you know about him
 - Only his address; No voting history; Not in VBM
- What you don't know about him
 - Phone number; email address
- Available Avenues of Engagement
 - Knock on his door or mail a Welcome Letter; include your contact information and ask him to contact you
- Conversation Starter
 - **Welcome him to the Lee Democratic Party**
 - What motivated him to change?
 - Does he know others who might want to change party? Explain advantage.

A Teenager Who Just Turned 18

129947833	Age: 18 Just Turned 18	Daisy	360 Prospect AVE
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- **Daisy pre-registered to vote, just turned 18**
 - Teens can pre-register to vote at 16, but don't appear on the voter rolls until they turn 18
 - Many teens are very excited to be new voters and will be willing to engage with you
- What we know about her
 - Only her address
- Avenues of Engagement
 - Knock on her door or get started by sending her a teen friendly letter
 - Note: teens may prefer an email or text message if there is a cell phone # or email address
- Conversation Starter
 - **Wish her a happy birthday; welcome her as a new voter**
 - Tell her about the Democratic party
 - Encourage her to enroll in VBM
 - Can she help?
 - What about her friends?

Example of Completed NVE Form

12/14

Lee County - Precinct 85 New Voters (Registered Dems)

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As of 11/30/2021

Info	Residence Address Mailing Address	Phones Email Address	Canvas Result	VBM	A	B	C	D	Notes
111507888 Age: 68 HOT DEM Precinct: 085 Moved into Precinct	Deborah Anne Anspach 12050 Lucca St Unit 201 Fort Myers, 33966 <i>PORTOLINO</i>	DOE-260-4468	WN	A					delete phone number
122453858 Age: 68 HOT DEM NPA->DEM Precinct: 085 Party Change	William James Bigane Jr 12831 Cypress Cape Cir Unit 156 Fort Myers, 33966	Cell: (312) 685-8009 <i>bill_bigane@sbcglobal.net</i>	WN	A					delete phone number
130028144 Age: 70 NEW DEM Precinct: 085 Moved to FL	Debbie Jean Greenberg 12780 Cypress Cape Cir Unit 116 Fort Myers, 33966								
130122111 Age: 31 NEW DEM Precinct: 085 Moved to FL	Stephanie Leigh Henri 7379 Sika Deer Way Fort Myers, 33966 --- DOE Mailing Address --- 9078 Frazier St Del Rio, Tx 78840	<i>stesthginger@gmail.com</i>							
121638386 Age: 25 HOT DEM Precinct: 085 Moved into Precinct	Nicholas Austin Lolacano 11715 Solano Dr Fort Myers, 33966 <i>WINDSON</i>	DOE: (219) 588-0928	LM	A					LM by Lis, parents also.
126794250 Age: 50 NEW DEM Precinct: 085 Moved to LEE	Rachel Diana Shirley Robinson 6940 Honeycomb Ln Fort Myers, 33966 <i>OFF PLANTATION</i>	DOE: (309) 706-0275 <i>rachel.robinson71@gmail.com</i>	C				Y		moved from Browns where she was at work - worked. very interested in volunteering.
118486027 Age: 29 WARM DEM Precinct: 085 Moved into Precinct	Rebecca Rosa Schwandt 7300 Penzance Blvd Apt 501 Fort Myers, 33966 <i>MORAL WATERS APTS</i>	DOE: (239) 940-1985 <i>rschwand@eckerd.edu</i>	C	A			Y		WORKS for Lee County says. WANTS to volunteer + make call <i>ALEXAND SAVIS, husband</i> He welcomes emails from me.
111449333 Age: 82 HOT DEM Precinct: 085 Moved into Precinct	Ronald George Sticha 11844 Solano Dr Fort Myers, 33966 <i>WINDSON</i>	DOE: (651) 491-9187 <i>rsticha@comcast.net</i>	C	A			N		
130149782 Age: 36 NEW DEM Precinct: 085 Moved to FL	Arlson Paige Taylor 6341 Aragon Way Apt 103 Fort Myers, 33966 <i>Tuscany Gardens</i>								

Canvas Results

- C = Canvassed
- WN = Wrong number
- LM = Left Message

Columns A-D

- A = Club or Caucus
- B = Informed Democrat
- C = Volunteer (Y/N/M)
- D = Email provided

NOT
GATED

will
cancel
text
by phone

What We're Asking You to Do - Before

- Request New Voters Reports from your county VAT Administrator
- Look for the "New Voters" email
 - Click the Link and print the "Newest Dems" in **Canvass List** format
- Identify your "avenues of engagement"
 - For each person: phone; email; door knock; letter/postcard?
 - Divide by method of contact – perhaps recruit volunteers to help
 - Email each NVE volunteer a canvass list with their assignment and the guide explaining how to fill out the A-D columns.
- The person doing the contacting should plan "conversation starters"

What We're Asking You to Do - During

- Contact New Voters to say “welcome” and share your enthusiasm
 - Phone, Email, Knock on their Door, or Mail a letter or postcard
 - Welcome them!
 - Inform them – Vote by Mail, Early Voting, Polling Places, Snowbird Trap
 - Gather missing information – phone, email, snowbird mailing address
 - See if they are interested in Clubs/Caucuses
 - Ask if they would like to volunteer
 - Ask for their questions
- Record the information you gather on your Canvassing List
 - This is valuable information that you and the Party will use in the future
 - Your notes provide valuable additional information

What We're Asking You to Do -After

- Did you get their email and/or phone number?
 - Add to your Precinct Email List
- Do they want to enroll in Vote by Mail?
 - Do they need additional help to enroll?
 - Did you collect the signed VBM form?
- Do they want information about the Party and Clubs?
 - Gives you a great opportunity for further engagement!
- Make notes of follow-up engagements
- When you have tried to contact every new voter, send the completed Canvass List to your county Data Team to add to VAN

Your New Voter Contact Can Mean Another Vote for a Democrat!

Questions?

Susan Dreisbach sldreisbach@gmail.com

Renard Biltgen rbiltgen@me.com