

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 <u>rlbiltgen@me.com</u> 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

	_			<u>Print Friendly</u> <u>Canvass List</u> <u>Raw Data</u> <u>Formatted Data</u>
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: ZE(NE) Moved to FL	Constance	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)								
\frown		As of (01/31/202	4					
Info	Residence Address Mailing Address	Phones Email Address	Canvass Result	VBM	A	В	c	D	Notes
111397715 Age: 94 COLD DEM REP->DEM Precinct: 303 Party Change	Rit: 16852 Soun say or une 104 Bonia Springs, 34134	DOE: 495-3432 Home: (239) 495-3432		A					
132073377 75 NEW PF PTecines. 503 Moved to FL	Bonita Springs, 34134	DOE: (612) 723-2399 Radeland6284@gmail.com				1 1 1			
132067875 Age: 72 NEW DEM Precinci: 303 Moved to FL	3442 \ dg 3442 Bonita Springs, 34134	DOE: (612) 723-2399 srfox702@gmail.com							
132106291 Age: 66 NEW DEM Precinct: 303 Moved to FL	410 02 Bonita Springs, 34134	n The Arthony State							
132093204 Age: 22 NEW DEM Precinct: 303 Moved to FL	2687 ;il 203 Bonita Šprings, 34134	DOE: (224) 500-1047 mmoguckin10@gmail.com		A	÷.,				
132084452 Age: 85 NEW DEM Precinct: 303 Moved to FL	26850 344 Bonita Springs, 34134			A					
132131711 Age: S1 NEW DEM Precinct: 303 Moved to FL	268! t 324 Bonita Springs, 34134			-	2	25.4			
132102971 Age: 61 NEW DEM Precinct: 303 Moved to FL	r 2705 pt 201 Bonita Springs, 34134	ifichic@aoi.com			н 12				
131610885 Age: 63 NEW DEM REP->DEM Precinci: 303	3370 Riviera Lakes Ct Bonita Springs, 34134	lisasulivan1531@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 vear old feels fired up to vote this vear

Info	Residence Address Mailing Address	Phones Email Address
111397715 Age: 94 COLD DEM REP->DEM Precinci: 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 Precinci: 303 Moved to FL	Constano 3442 Widwood Lake Cir Bonita Springs, 34134	DOE: (612) 723-2399 Radeland5284@gmail.com
	Farmer Deserved Farm	DOC: (213) 333 33(0)

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	Phones	Canvass	VBM	A	В	С	D	Notes
	Mailing Address	Email Address	Result						
111397715									
Age: 94 COLD DEM	ſ	DOE: 495-3432		A					
REP->DEM	26852 South Bay Dr. Unit 104	Home: (239) 495-3432	WN						
Precinct: 303	Bonita Springs, 34134								
Party Change									
132073377	1	DOE: (612) 723-2399							
Age: 75 NEW DEM	3442 Wildwood Lake Cir								
Precinct: 303	Bonita Springs, 34134	fladeland5284@gmail.com	C						
Moved to FL									
132067875		DOE: (612) 723-2399							
Age: 72 NEW DEM	3442 Wildwood Lake Cir Bidg 3442		111						
Precinct: 303	Bonita Springs, 34134	srfox702@gmail.com	LM						
Moved to FL									

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

LM	Left Message	Ν	ΝН	Not Home	BZ	Busy	WN	Wrong Number		
СВ	Call Back	0	ю	Deceased	OD	Out of Order	WX	Disconnected		
MV	Moved	<u>\</u>	/C	Vacant	GT	Gated	IN	Inaccessible		
RF	Refused Contact	L	D	Lit Dropped	SP	P Spanish LG Other Language				
	Yes	N	No)	U	Unsure	С	Collected VBM Form		
	Yes	N	No)	U	Unsure	С	Collected VBM Form		
Y	Yes In A: Enter Y if they a						C	Collected VBM Form		
Y Olum		are in	tere	ested in joining	clubs	and caucuses.		Collected VBM Form		
Y olum olum	nn A: Enter Y if they a	are in vould	tere d like	ested in joining of the subscribe to	clubs o the	and caucuses. Informed Democr	at.			
olum olum	nn A: Enter Y if they a	are in vould	d like	ested in joining of the subscribe to	clubs o the	and caucuses. Informed Democr	at.			
Y olum olum olum Y	nn A: Enter Y if they a nn B: Enter Y if they v nn C: Use the followin	are in vould ng co M oter p	d like des Ma	ested in joining of e to subscribe to to indicate if th aybe ided an email ac	clubs o the ey are N ddres	and caucuses. Informed Democr e interested in vol No s for follow-up.	at. unteer	ing.		



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



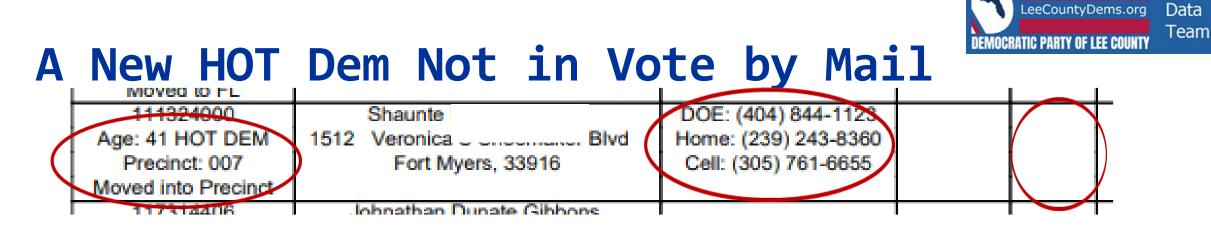
Real Life Examples of NVE



A New "Hot Dem" Already in VBM

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

- > Moved into Precinct \rightarrow 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



- 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

1761 Seefin Ct Indian Trail, NC 28075	126 124560794 Age: 57/COLD Moved to LEE Marla Sue Mason VAN Mailing Address: VAN Cell: (513) 310-70.	Age: 57/COLD
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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:	Address	Apt/Lot/Unit	Ci	ty	Zip	Code
[Required]						
Mail Ballot To:	Address	Apt/Lot/Unit	City	State	Zip	Code
Only if different from residence address.						

- 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

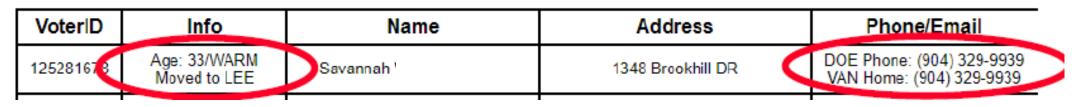


Lee County Vote by Mail Enrollment Form

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 ti		te request for each election to ensure you receive your ballot.					
	VOTE-BY-MAIL BALLOTS REC	UESTED [CHECK ALL THAT APPLY]					
March 19, 2024	Presidential Preference Primary Election	Mail to: Kesidence 🗌 Mailing Address					
August 20, 2024	Primary Election	Mail to: 🔲 Residence 💓 Mailing Address					
November 5, 2024	General Election	Mail to: Kesidence 🗌 Mailing address					
All Elections	All elections for which I am eligible through	h 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.

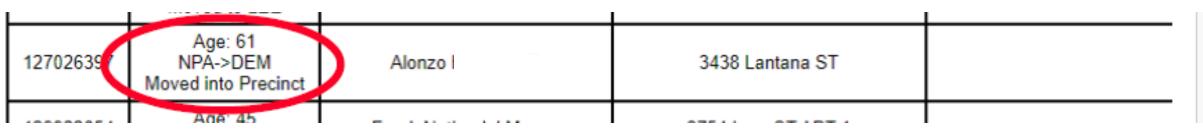
A New DEM in Your County



- 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

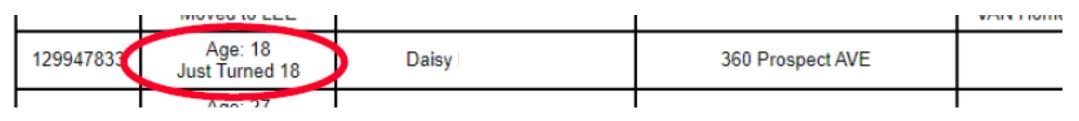




- NPA->DEM Alonzo just moved to your precinct and switched from NPA to DEM
- What you know about him
 - > Only his address; No voting history; Not in VBM
- What you don't know about him
 - Phone number; email address
- > Available Avenues of Engagement
 - Knock on his door or mail a Welcome Letter; include 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



- 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)

As of 11/30/2021

	Info	Residence Address	Phones	Canvass	VBM	A	B	C	D	Notes
		Mailing Address	Email Address	Result						
	111507688	Deborah Anne Anspach		1.1						delete phone winter
	Age: 69 HOT DEM	12050 Lucca St Unit 201	DO5: 200-4469	WN	A		1			adoje prive s
	Precinct: 085	/) Fort Myprs. 33966								
	Moved into Precinct	rortound								
	122453858									delete those number
	Age: 69 HOT DEM	William James Bigane Jr	Cell: (312) 685-8009	WN	A					delete
	NPA->DEM	12831 Cypress Cape Cir Unit 156								
	Precinct: 085	Fort Myers, 33986	bil_bigene@sbcgobaLnet							
	Party Change									
	130026144	Debbie Jaan Greenberg								
	Age: 70 NEW DEM	12780 Cypress Cape Cir Unit 116								
	Precinct: 085	Fort Myers, 33966								
	Moved to FL						-			
		Stephenie Leigh Henri								-
	130122111	7379 Sika Deer Wey	steathaginger@gmail.com							
	Age: 31 NEW DEM	Fort Myers, 33966								
	Precinct: 085	DOE Mailing Address								
	Moved to FL	9078 Frazier St								
		Del Rio, Tx 78840								
	121638386	Nicholas Austin Lolacano		4						LM y Lis Atlents also.
	Age: 25 HOT DEM	11715 Solano Dr	DOE: (219) 588-0928		Α.					' /
	Precinct: 085	Fort Myers, 33966								
	Moved into Precinct	Windsong								
	126794250	Rachel Diana Shirley Robinson	DOE: (309) 706-0275	C	\frown					moved from Browned where she was about - worker very intrested in volunteer of .
NOT	Age: 50 NEW DEM	6940 Honeycomb Ln		-				1 1 1		WAS A DOLL - WORKER. VERY
GATED		OFF PLANTYA-him	rachel.robinson71@gmail.com	t i						intrester in volunteering.
CIT+IC-	Moved to LEE								-	
	118466027	Rebecca Rose Schwandt	DOE: (239) 940-1985	C				1		WORKS DOT Lee Library Jus. WANTS to VOLUNTEET + MAKE CA
ill of	Age: 29 WARM DEM	7300 Penzance Bivd Api 501		\sim	A					WIGHTS TO VOLUNTEER + MAKE CA
Winds' v	Precinct: 085	Fort Myers. 33066 CORAL WATERS Apts	rrschwan@eckerd.edu							ALEXANS SAVIS husband
APT Jer	111449333	Ronald George Sticha	DOE: (651) 491-9187					+- <u>'</u>		THE ATING DAVIS, MUSPER
- And	Age: 82 HOT DEM	11644 Soleno Dr	DOE: (631) 491-9187	α	A			1.1		He welcomes enails forme.
PAPA	Precinct: 085	Fort Myers, 33966	rsticha@comcasl.ret	C	~			N		0
	Moved into Precinct	WIND SON G	Catenaggeomeast.ret							
	130149782	Alison Paige Taylor								
	Age, 35 NEW DEM	6341 Aragon Way Apt 103								
	Precinct: 085	Fort Myurs, 33966								
	Moved to FL	Tuscany GARSA	8							
	10101011	4 galan	2					L		

Canvas Results C = Canvassed WN = Wrong number LM = Left Message

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



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 <u>rlbiltgen@me.com</u>