



For more info, surf [www.WinTuesday.com](http://www.WinTuesday.com)

Or call 1-800.336.VOTE

Florida version 0.9 – 5/2007

## Table of Contents

1.	What is WinTuesday? .....	1
2.	The calculus of winning .....	2
3.	How does WinTuesday work? .....	2
4.	How do I access WinTuesday?.....	3
5.	How do my staff/volunteers use WinTuesday? .....	3
6.	How reliable is WinTuesday?.....	3
7.	How safe is WinTuesday? .....	3
8.	What’s the “Shepherd System”? .....	3
9.	What are the fields on the inquiry screen? .....	4
10.	What is the “List” option? .....	6
11.	What is the Detail Voter Update Screen?.....	6
12.	What is the Output option?.....	8
13.	What is the Shepherd fishing output type?.....	9
14.	What is the Survey Report option? .....	9
15.	What is the Mailing Labels output option? .....	10
16.	What is the Mailhouse export output option?.....	11
17.	What is the Robocall output type? .....	12
	Index .....	13

### 1. What is WinTuesday?

---

WinTuesday is a voter-list management service designed to provide political campaigns with the information tools they need to win. Through a user-friendly Internet browser screen, users may access their voter data by any criterion available. Then output can be done to the screen or to reports.

For example, before walking down Elm Street, the candidate can inquire which households have likely voters, and sort the result by street-address (“walk sort”) order. Then the list can be printed. While canvassing, notes can be made to the list, and then the results can be updated back to WinTuesday so you know in the future who is supporting you and who is not.

When supporters want to help, you can give them a voter list of households and ask them to identify who they will call on your behalf. They call those voters, and note on the list if their friends are supporting your candidacy or not. People are more apt to be candid with their friends than they are to the candidate. Then, WinTuesday is updated with the survey results.

Over the campaign, you will build up a large number of identified voters – many supporting you, and others not. WinTuesday helps you organize and remember these identifications, so you may use this knowledge profitably to target your advertising and Get-Out-Your-Vote efforts.

## 2. The calculus of winning

---

Take the number of voters in your jurisdiction (select everyone in WinTuesday) and multiply that times the expected turnout. Base your turnout guess on a similar previous election. Divide that result by two, and you know the number of votes you need to win.

For example, if there are 10,000 eligible voters, and you expect a 40% turnout, then 4,000 people will vote. Half of that means you need 2,000 votes to win.

So, if you use WinTuesday throughout your campaign, and early-on have identified more than 2,000 people who say they are supporting you, life’s made in the shade. Right?

Wrong.

Lots of people just don’t vote, unless you turn them out. Winning is not about how many people support you – it’s about how many voters fill in the ovals for you.

WinTuesday is the ideal Get-Out-Your-Vote (GOYV) tool – take the voters who have committed to vote for you, and get their friends to get them to vote by absentee or at the polls.

## 3. How does WinTuesday work?

---

WinTuesday is your personal database website, which can be accessed anywhere on the Internet. It is different from your campaign website, and WinTuesday should only be made available to trusted people in your campaign.

The name of your site is [www.YourName.WinTuesday.com](http://www.YourName.WinTuesday.com) ... Thus if you are Mr. Smith heading for Washington, your website is [www.Smith.WinTuesday.com](http://www.Smith.WinTuesday.com) .

Using data provided by your local or State election agency, the data specialists at WinTuesday create an exclusive copy of the registered voter data for your campaign. No other campaign may share your database, and the information you update to your database (eg., survey reports, phone number corrections) will never be shared with unauthorized people.

When new data is available from your Elections Agency, your database will be updated for you.

## 4. How do I access WinTuesday?

---

Using your internet browser (Internet Explorer, Netscape Navigator, Firefox, AOL, etc.) you point to your site address, which is given to you when you purchase the WinTuesday service. You will also be given a user name and password.

You may access your database anywhere the internet is available. WinTuesday is also designed to work with mobile phone PDAs, like BlackBerry, Motorola Q and Palm Treo.

## 5. How do my staff/volunteers use WinTuesday?

---

Trusted campaign workers may be given their own user id and password, and any number of them may access the database at the same time.

Only the Master user (the first user ID given to you) may create or modify other user accounts.

When you create another user, you may also limit what part of the data they may view, what type of outputs they may choose, and which fields (if any) they may update.

## 6. How reliable is WinTuesday?

---

WinTuesday is professionally hosted in a secure data center with multiple paths to the internet. Thus it works most of the time, and when it does not there's a talented support team you can call 24/7.

Your database is backed up on a daily basis. You may request to have your data restored as it was on any recent day.

## 7. How safe is WinTuesday?

---

Your biggest security risk is your password. A combination of numbers and upper and lower case letters is advised. E.g., a bad password is sally (all lower case) and a good one is Sally305.

## 8. What's the "Shepherd System"?

---

A "Shepherd" is usually a volunteer, who will go through your voter list and identify who they will call on your campaign's behalf to seek support. The shepherd's job is to identify if the individual voters they know are supporting or opposing you.

The results of the shepherd's voter identification and subsequent survey are entered into WinTuesday using a commonly available barcode reader.

The shepherd's role is:

- a. Identify voters they know and are willing to phone.
- b. Phone (or other contact) those voters and survey if they support or oppose the candidacy. This can be done at any point in the campaign – best early.
- c. Call the supporters again, after absentee ballots are available, to encourage requests.
- d. Do the same thing when early voting is available.
- e. Call before the election, to get supporters to the polls.

In larger campaigns, WinTuesday may be used for voter identification by using the interviewer’s name as the shepherd. The shepherd field can also be used to identify the source of survey data when being entered.

## 9. What are the fields on the inquiry screen?

Each field on the Inquiry screen has a drop-down menu, which has all the options that exist in the data. Your screen may look a little different than the one shown, because only fields that are actually used in your race will be displayed. For example, if your race spans only one county, the county criterion need not display.

By selecting “ALL”, then all the values for that criterion will be permitted (no filter). By choosing a different value from the drop-down box, then only those values will be selected. For example, when clicking on the “Sex” box, male and female are the options. If you select “Female”, then only women voters will be selected.

By clicking on more than one criterion means that both the selections must be true. Continuing our example, if you check both female and then precinct 14, you will get the women in just that precinct.

The screenshot displays a web-based inquiry screen with the following fields and controls:

- County: All (dropdown)
- City: All (dropdown)
- Age: All (dropdown)
- Race: All (dropdown)
- R-years: All (dropdown)
- Sex: All (dropdown)
- Absentee: All (dropdown)
- Petition: All (dropdown)
- Ysign: All (dropdown)
- Early: All (dropdown)
- Voted: noYet (dropdown)
- Moved: not (dropdown)
- Precinct: All (dropdown)
- Name: All (dropdown)
- Street: All (dropdown)
- Hood: All (dropdown)
- Shep: All (dropdown)
- Likely: All (dropdown)
- Party: All (dropdown)
- Survey: All (dropdown)
- Cand-known: All (dropdown)
- Sort: ZipCode (radio), Alpha (radio), Walk (radio, selected)
- Buttons: Output, List

Most fields are what you would expect – individual choices of the cardinality of the data. There are exceptions:

- **Age** gives you ranges of ages to select from.
- **R-years** is the number of years the voter has been registered in this jurisdiction.
- **Absentee** is the date an absentee ballot was requested. It is helpful in generating mailing labels for “chase” literature. Simply choose the next date after you last mailed, and you will select all absentee requests since that date.
- **Petition** tells if the voter signed a petition for you (signed or not)
- **Ysign** tells if there is a yard sign in the voters yard or not.

- **Early** is a statistical probability index that the voter will voter early, based on history.
- **Voted** indicates if the voter has actually voted yet – either early or returned absentee.
- **Moved** shows if the voter has been flagged as no longer eligible to vote in the district
- **Precinct** lists all the possible precincts (or Election Districts).
- **Name** is for searching on the voter’s name. The drop down is A-Z. Pick a letter. This is used when you are looking for an individual voter.
- **Street** – choose from a list of streets in the area. This is handy for creating walk lists for a particular street.
- **Hood** – shortcut for neighborhood. Choose from a list of pre-defined areas.
- **Shep** – This is to filter on a particular shepherd. All possible shepherds will be displayed.
- **Likely** – This is a statistical index as to whether the voter will turn out, based on voter history.
- **Party** – All major parties are listed, then others grouped as “no party”
- **Survey** – What the campaign’s survey says this voter is doing. Support and oppose, or supporting one of up to 3 other candidates.
- **Cand-known** – “known” if the candidate personally knows the voter.

The “**Sort**” option is the way you want your output sorted. Only one radio button may be pushed. **Walk** means street-address order. **Alpha** means in ascending last name. **ZipCode** is on the 9-digit Zip+4 of the mailing address.

The last option is either “**Output**” or “**List**”. This option is described below.

## 10. What is the “List” option?

---

The list option results in a one-line screen display of all the selected voters.

### 8 voters selected

--Page 1 of 1 --

Pct	Age	Name	Residence
7	60	<a href="#">Feldman, Donna A</a>	1418 Angela St
7	42	<a href="#">Harris, Claude F</a>	720 Eisenhower Dr
7	63	<a href="#">Vanwieren, Alan</a>	810 Eisenhower Dr
7	49	<a href="#">Cardenas, Susan M</a>	902 Florida St
7	50	<a href="#">Berkowitz, Bruce H</a>	1210 Pine St
7	43	<a href="#">Mcgrady, Gregory R</a>	1210 Pine St
7	41	<a href="#">German, Todd A</a>	2315 N Roosevelt Blvd
7	64	<a href="#">Toppino, Paul E</a>	2315 N Roosevelt Blvd

--Page 1 of 1 --

If more than 100 voters are selected, the display will span over multiple pages. You may choose which page you want by clicking the navigation buttons at the bottom of the screen.

The left column is the precinct number of the voter, their age, name and residence address. By clicking on the name hyperlink, the detail voter update screen is displayed.

## 11. What is the Detail Voter Update Screen?

---

The individual voter screen shows all there is to know about a voter, and allows you to update any of the fields with drop-down boxes. Note updates affect only YOUR campaign’s copy of the database, and cannot be seen or used by any other campaign.

### **R Brooks White (IDV)**

1612 Catherine St

Key West Fl 33040

(Rep30) WM 59 - pct=8 Likely

mail: P.O. Box 2909; Key West Fl 33045

Phon: (305)294-4411

Survey: Favor

Email: brookswite@

C-know: Know

Shep1: Margaret Gil

Ysign: wants sign

Shep2: Peter Batty

Moved: not

[CALL](#)  [EMAIL](#)

Petition: Signed

This sample shows a single voter and his residence address. The (Rep30) means he’s registered Republican for 30 years in this area. He’s a white male age 59 in precinct 8. He’s likely to vote, based on his voter

history. He uses a separate mailing address to a PO box. The (IDV) after the name is his household type – in this case he is the only voter in the household. Other possibilities are (HOH) for head of household and (DUP) for secondary members.

All fields at the top of the screen are static – they may not be updated by the user. The fields below may be updated, starting with **phone** number and **email** address. **Shep1** and **Shep2** are the shepherds that go with this voter. **Survey** lets you set the favorable/opposed choice. **C-know** is to identify voters the candidate knows. **Ysign** is for yard sign requests – when a new yard sign is flagged, an email is automatically sent to the “sign crew” (anyone you specify) telling them where to deliver a sign. **Moved** is to identify dead or moved people, so future contact will be avoided. **Petition** is to identify those who signed your petition.

While the screen is displayed, click **CALL** to immediately dial the voter, or **EMAIL** to compose and send them an email.

Click **UPDATE** to submit your changes.

## 12. What is the Output option?

---

At the bottom of the inquiry screen (see #9), clicking OUTPUT will take the selection you provided and prepare it for a report, or some other type of output other than the display screen. You will be prompted:

**Output Type:** Shepherd fishing ▾  
**Household?** yes-filter  no   
**Print barcodes?** yes-barcode  no   
**Street page break?** yes-break  no   
**Report header:** Teri Johnston for City Cor  
**Report footer:** Political advertisement pai

- **Household?** Lets you print only individual and “head of household” voters. If you option “yes-filter” and you also choose mailing labels or mailhouse export later, the mail-to name will read “The Jones Family” for multiple voter households.
- **Print Barcodes?** Lets you print the same reports without barcodes. This also affects the Postnet barcode printed on mailing labels.
- **Street page break?** When printing a walk sort, it is often helpful to get a page break for each street.
- **Report header/footer?** Modify these fields as you wish.
- **Output Type?** Here you select want from the drop-down box selection menu. As the design team continues to enhance WinTuesday, additional reports and features may appear in this menu.

After you click CREATE OUTPUT, WinTuesday will actually create the report or whatever other output you chose. It will first tell you how may voters it selected, and then create an Adobe Acrobat .pdf file for you. You may chose to right-click the report name and then “save target as” to keep a copy on your computer, else simply click on the hyperlink to open the file in your browser. Then you may print the file to your local printer, email the .pdf file to someone else, or send it to Kinkos, Office Max, Office Depot or whatever office-supply printing facilities you have available to you.

### 832 voters selected

pdf created for 30 pages. Saving...

Done. Report saved at <http://www.demo.WinTuesday.com/report1.pdf>

BE SURE TO HIT REFRESH IN ACROBAT BROWSER

Or else [click to go back to selection](#)

### 13. What is the Shepherd fishing output type?

- **Shepherd Fishing** – This report lets you pack lots of voters on a single page. It’s designed for identification by volunteers, or for candidate-known surveys. To the right of the name is race, gender and age information. For example, the first voter is a white male aged 42. Below the name is the residence address and the barcode.

#### Sample Shepherd Fishing Report

06/17/2007 Page 1 of 123

call <input type="checkbox"/> <b>Richard L Btterfiel</b> WM 42 1800 N Roosevelt Blvd 26W	call <input type="checkbox"/> <b>H Louise Wave</b> WF 51 1801 N Roosevelt Blvd 3T	call <input type="checkbox"/> <b>Shelia R Cs</b> WM 64 1801 N Roosevelt Blvd
call <input type="checkbox"/> <b>Brian L Wbste</b> WF 54 1800 N Roosevelt Blvd Slip E7	call <input type="checkbox"/> <b>Jerzy C Jhnso</b> WF 49 1801 N Roosevelt Blvd 44W	call <input type="checkbox"/> <b>Tiffany Scott Wrt</b> WM 53 1801 N Roosevelt Blvd
call <input type="checkbox"/> <b>James S Sence</b> WM 61 1801 N Roosevelt Blvd 1	call <input type="checkbox"/> <b>Debra R Femin</b> WM 63 1801 N Roosevelt Blvd 4D	call <input type="checkbox"/> <b>Michael Harvey Jhnso</b> WU 60 1801 N Roosevelt Blvd
call <input type="checkbox"/> <b>Raymond Kay Pnde</b> NF 52 1801 N Roosevelt Blvd 5	call <input type="checkbox"/> <b>Cara A Telkemeie</b> WF 55 1801 N Roosevelt Blvd 9 T	call <input type="checkbox"/> <b>Eileen B Jne</b> WM 64 1801 N Roosevelt Blvd

### 14. What is the Survey Report option?

- **Survey report** – This output type is a detailed report for each voter selected, and is designed to be the second step in the identification/survey process. The information on this report is:

#### Sample Survey Report

06/17/2007 Page 1 of 1







	<u>SUPPORT</u> sign <b>KNOW</b>	Donald R Ale (dup) (Dem 8) WM 65 (305)294-4411	708 Eaton St (kw) Pct=5 Hood=0 likely early petitrn
	Sup Opp Und sign know	<b>James Robert Cvingto (IDV)</b> (Rep 1) WM 22 (305)294-4411	2434 Fogarty Ave (kw) Pct=9 Hood=5
	<u>oppose-cand2</u> sign know	<b>Barbara J Vntrigli (IDV)</b> (Dem 4) WM 29 (305)294-4411	2213 Staples Ave (kw) Pct=8 Hood=0 likely
	<u>SUPPORT</u> <u>SIGN</u> know	<b>Cody Bruce Wilac (IDV)</b> (Dem14) WM 58 (305)294-4411	1617 Jamaica Dr (kw) Pct=2 Hood=4 likely

- **Left column** is the barcode.
- **Second column is the Survey.** Get your volunteer to circle or highlight which condition(s) are true. Look at the second voter in the list (James). No survey information has been entered yet for this voter. So the first line is “Support, Oppose or Undecided”. The second line lets your surveyor ask if a supporter wants a yard sign. “know” is reserved for the candidate’s use to identify who he/she personally knows. After survey data has been entered, this area of the report shows the results. For example, voter #1 (Donald) is identified as a supporter, and also is known by the candidate. Voter #3 (Barbara) is opposed and supporting candidate #2. You by define up to 4 opposition candidates. The last voter on the list is a supporter and also has a yard sign.
- **The third column** has the voter’s name and (household type). The three household types are:
  - **(HOH)** – Multiple voters in household, and this is the head of household.
  - **(IDV)** – Single voter in the household. Note that small changes in spelling of last name (e.g., hyphenated married name) will fool the data computer into not grouping households correctly.

- **(dup)** – Duplicate voter with same last name and mailing address.
- **Below the name in parenthesis** is the registration party and years registered.
- **This is followed by** race, gender and age. The phone number is next.
- **The right-most column** has the voter’s residence address with their city abbreviation in parenthesis.
- **Below the address** is Pct=5 means precinct 5; Hood=n means the neighborhood code. Then information is printed as appropriate:
  - **Likely** – Voter is statistically apt to vote based on voter history
  - **Early** – Voter is statistically apt to vote early based on history
  - **Petitn** – Voter has signed a petition for this candidate
  - **Absentee** – Voter has requested an absentee ballot.

## 15. What is the Mailing Labels output option?

- **5160 Mailing Labels** – This output option is to create mailing labels from the data you selected. You will probably want to use the zip code sort option. The 5160 is the Avery standard size (1” x 2-5/8”) with 3 columns of 10 labels on a laser sheet. You don’t need to buy the Avery brand, there are other generic labels of equal size. The name printed on the label will be the voter’s name except if the household type is HOH. Then the mailing name is of the form “The Jones family”. The address and lastline is the CASS corrected postal mailing address and a 9-digit zip code is printed at the top of the label. The Postnet barcode is based on the nine-digit zip code. If the zip code is invalid (such as a foreign address) no barcode will be printed.

 Sarah Dpietr 88005 Overseas Hwy # 9-534 Islamorada Fl 33036-3067	 Oscar A Dvrie 2623 Staples Ave Key West Fl 33040-3924	 The Che Family 2820 Staples Ave Key West Fl 33040-4041
 Ana Grci 1400 Kennedy Dr Apt 232 Key West Fl 33040-3006	 Troy T Kil 2627 Staples Ave B Key West Fl 33040-3924	 Petra M Dlun 2824 Staples Ave Key West Fl 33040-4041

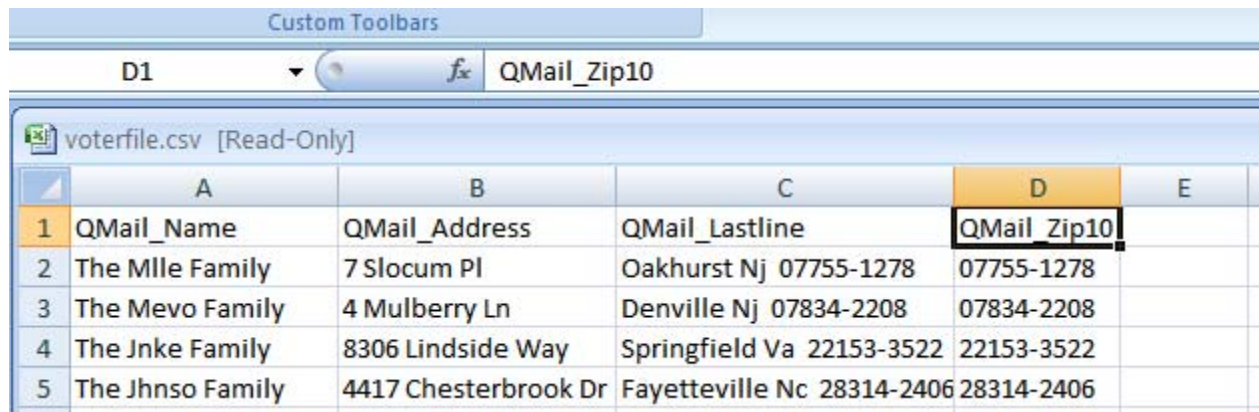
## 16. What is the Mailhouse export output option?

This output option creates an export file that may be downloaded to your computer which has all the information needed for sending direct mail to the voters you selected:

### 832 voters selected

Done 832. File saved to <http://www.demo.WinTuesday.com/voterfile.csv>  
Right click above, then do Save Target As to save copy on your computer.  
Or else [click to go back to selection](#)

You will generally want to save the server's temporary file onto your computer. It will always be a .csv text file, with fields separated by commas, and text encapsulated with "double quotes". The column headings will be in the first row. You may open your downloaded file with Excel or any other client that works with .csv files. Here's a sample using Excel 2007:



	A	B	C	D	E
1	QMail_Name	QMail_Address	QMail_Lastline	QMail_Zip10	
2	The Mlle Family	7 Slocum Pl	Oakhurst Nj 07755-1278	07755-1278	
3	The Mevo Family	4 Mulberry Ln	Denville Nj 07834-2208	07834-2208	
4	The Jnke Family	8306 Lindside Way	Springfield Va 22153-3522	22153-3522	
5	The Jhnso Family	4417 Chesterbrook Dr	Fayetteville Nc 28314-2406	28314-2406	

You can use your output file to send to a mail house for direct mail, or you can use it yourself to do a mail merge with a word-processing client.

## 17. What is the Robocall output type?

---

You can select voters you want to telemarket with WinTuesday's Robocall outgoing dialing system. You must first set up an account with WinTuesday separately for Robocalls. You will be given a user name and PIN number that you can use to:

- Dial into WinTuesday's message recording system. You record your exact message you want, and then give it a name. You may record several messages (let's say one for absentee chase, another for GOTV in Precinct 1, another for GOTV n precinct 2, etc.) and give each a nickname. You may set up separate messages for live answers and answering machines.
- In WinTuesday, when you want to initiate an outgoing call, you select the voters you want to reach (e.g., your supporters in Precinct 2) and choose output option "Robocall"
- A separate dialog screen will ask you to choose which of your previously recorded messages you want to use. You may choose separate live v. answering machine messages. The same screen will tell you exactly how many phone numbers will be called, after removing duplicates and missing phones. After you approve the call, the telemarketing will begin. You will receive an email a few hours later summarizing the call statistics (completions to live and answering machines, busys, no answers, disconnects, etc.). WinTuesday's RoboCall dialer re-tries busy numbers 3 times, and is capable of performing thousands of outgoing calls simultaneously. Note that due to Federal Do-Not-Call regulations, the RoboCall feature may ONLY be used for political purposes.

## Index

---

---

### A

absentee · 2, 3, 4, 5, 10, 12  
Acrobat · 8  
Adobe · 8  
**Age** · 4  
Avery · 10

---

### B

backed up · 3  
barcode · 3, 8, 9, 10  
BlackBerry · 3

---

### C

canvassing · 2  
CASS corrected · 10  
csv · 11

---

### D

database · 2, 3, 6

---

### E

early · 2, 3, 5, 10  
**Early** · 5, 10  
early voting · 3  
election agency · 2  
Election Districts · 5  
Excel · 11

---

### G

Get-Out-Your-Vote · 2

---

### H

**Hood** · 5, 10  
household · 7, 8, 9, 10

---

### I

inquiry · 4, 8  
Inquiry screen · 4  
internet · 3

---

### K

Kinkos · 8

---

### L

**Labels** · 10  
**Likely** · 5, 10  
list · 1, 2, 3, 5, 6, 9

---

### M

Master user · 3  
mobile phones · 3  
Motorola Q · 3  
**Moved** · 5, 7

---

### O

Office Max · 8  
output · 1, 5, 8, 9, 10, 11, 12

---

### P

Palm Treo · 3  
**Party** · 5  
password · 3  
pdf · 8  
petition · 4, 7, 10  
**Petitn** · 10  
phone number · 2, 7, 10  
polls · 2, 3  
Postnet · 8, 10  
**Precinct** · 5, 12

---

**R**

registered voter · 2  
Robocall · 12  
**R-years** · 4

---

**S**

security · 3  
shepherd · 3, 4, 5  
Shepherd · 3, 9  
site address · 3  
staff · 3  
survey · 2, 3, 4, 5, 9

---

**T**

turnout · 2

---

**U**

user name · 3, 12

---

**V**

volunteer · 3, 9  
volunteers · 3, 9

---

**W**

walk sort · 2, 8  
website  
    campaign · 2  
    WinTuesday · 2

---

**Y**

yard sign · 4, 7, 9  
**Ysign** · 4, 7