



Campaign Plan

Joseph Yost for Delegate 12th House of Delegates

July 2013

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A. Overview

Joseph Yost was born and raised in Giles County, Virginia. He is a graduate of Radford University earning both a Bachelors of Science and a Masters of Arts in Criminal Justice in 4 years. As Delegate, Joseph has been a tireless, independent voice for the 12th District by fighting to improve education and create jobs. Joseph lives with his wife Lisa in Pearisburg.

James Harder is a fifth generation resident of Blacksburg, where he and his wife Nancy are raising their son Cole. His grandmother, Joan Munford, represented Southwest Virginia in the House of Delegates and James worked for U.S. Congressman Rick Boucher on constituent outreach and legislative issues. Currently, James is a PhD student at the Center for Public Administration and Policy at Virginia Tech.

The 12th House of Delegates district consists of four localities -Montgomery County (part), Giles County (whole), Radford City (whole) and Pulaski County (part). The district can be classified as a swing district based on year-to-year results:

2012 Presidential Election
46% - Romney / 51% - Obama

2009 Gubernatorial Election
51% - McDonnell / 49% - Deeds

The two largest localities in the new district are Montgomery County and Giles County. Montgomery County makes up 50% of the VAP and Giles County makes up 25% of the VAP.

B. By the Numbers

The 12th House of Delegates is a swing district when you look at Republican performance over the years –

U.S. President 2012	Romney 46% / Obama 51% / Johnson 2%
U.S. Senate 2012	Allen 46% / Kaine 54%
Governor 2009	McDonnell 51% / Deeds 49%
Lt. Governor 2009	Bolling 50% / Wagner 50%
Att. General 2009	Cuccinelli 51% / Shannon 49%

2013 Turnout Projections –

With a total VAP of 48,900 voters, we are projecting 19,227 voters will turn out, putting Election Day turnout at 39.3%. We need to get 9,816 of the 19,227 votes that are cast, leaving us with 51.1% of the total vote.

County by County Turnout Projections (see also appendix 1) –

County	Total Turnout	Yost Vote Totals	Yost Vote Percent
Giles	5660	3905	69%
Pulaski	1500	835	55.7%
Radford	2840	1370	48.2%
Montgomery	8372	3301	39.4%
<i>Absentee Ballots</i>	855	405	47.4%
	19,227	9,816	51.1%

C. Messaging

In order to determine messaging moving forward, we must first look at the strengths and weaknesses of both Yost and Harder.

Joseph Yost Strengths – Born and raised in Giles County, went to Radford, lived in Blacksburg (three geographic bases), young and hard working, stellar record on jobs and education, independent

Joseph Yost Weaknesses – Voting record (ultrasound and others), Republican, make-up of district

James Harder Strengths – Ability to excite liberal base, has two liberal bases (Radford and Blacksburg) that will vote for him if he can get them out, top-of-the-ticket coattails, no voting record

James Harder Weaknesses – Partisan and beholden to party leadership, weak fundraiser, XXXXX

General Narrative –

Joseph Yost is a hard-working delegate who has stands up for Southwest Virginia in Richmond. Voters in the 12th district are concerned about fixing the economy, creating jobs and improving education, which has been Joseph's focus in Richmond. Joseph listens, is responsive to the needs of voters, and is an independent voice for the voters of the district.

James Harder has no record – just rhetoric. He will be beholden to tote the Democrat Party line in Richmond instead of being an independent voice for the 12th district.

The choice is clear – Joseph Yost believes that creating jobs, fixing the economy and improving education must be our top priority. Yost has a record of results when it comes to focusing on these issue that matter most to the 12th district.

Bottom line on messaging –

Everything we do and say should relate to job creation, fixing the economy, and improving education.

D. Strategy

The 12th district is a pure swing district. The large bloc of swing and independent voters in this district will vote for whichever candidate they feel will better address the issue of jobs and the high rate of unemployment in the area. These voters are not motivated as much by political labels as they are by candidates that will get things done for the district. Thus it is critical to win swing voters and independents. With that said, turnout determines elections. Both candidates in this race have geographic bases and ideological bases. We have prioritized all the precincts based off the highest number of swing voters and key precincts in Giles County (see Appendix 1) and this is where the campaign must spend time going door-to-door and making targeted phone calls. We must use direct mail, paid media and targeted GOTV efforts to get hard Republicans to the polls. At the same time Harder will be using a mirror image of this strategy as he tries to get hard Democrats in liberal areas to the polls. The top of the ticket will help drive base turnout on both sides which further emphasizes the need to win swing voters and independents.

Strategy can further be broken down into three major areas –

1. *Giles County Strategy*
2. *The College Campus Strategy*
3. *Pulaski and Radford*

1. Giles County Strategy

Our performance in Giles County will determine if we win or lose. In particular, we must run up the score in Pearisburg, Narrows, Rich Creek and Glen Lyn precincts. Joseph lives Pearisburg so we need to take advantage of his network in this area to build a firewall.

2. The College Campus Strategy

Harder will view the precincts in and around Virginia Tech and Radford University the same way we view Giles County. Harder and statewide Democrats must get voters that typically don't show up for off-year elections to the polls. Just like it does not make sense for Harder to spend time a lot of time in Giles County, we should ignore more heavily Democratic precincts like A-2 and A-3 in Montgomery and Radford East.

3. Pulaski and Radford

Pulaski and Radford are the battleground areas. These two areas have the highest population of swing precincts..

*** The campaign must determine how local races, even in areas where most candidates run as independents, will affect turnout. ***

E. Campaign Organization

Staff

Candidate – Joseph Yost

Campaign Manager – Chris Godbey

Field Directors –

Treasurer –

Consultants

General Consultant – Tim Garon, Rising Tide Media Group

Media Vendor – Tim Garon, Rising Tide Media Group

Mail Vendor – Ben Mitchell, Political Ink

Pollster – Public Opinion Strategies

F. Grassroots

We are using “i360” to track all grassroots efforts pertaining to volunteers, IDed supporters, voters’ top issues, sign locations and GOTV activities. The grassroots campaign consists of the following components:

1. *Door knocking and Chase Postcards*
2. *Volunteer Phone Banking*
3. *Signage*
4. *Letters to the Editors*
5. *Precinct Captains*
6. *ABs*
7. *GOTV*
8. *Election Day Activity*

Door knocking and Chase Postcards -

As mentioned earlier, we have prioritized all the precincts from 1 to 23 (see Appendix 1). Joseph’s door-to-door time (and volunteer door-to-door time) will be spent in walkable precincts in numerical order. Joseph and volunteers will use Smart phones going door-to-door. We will ask voters at the door whom they will support in November and what issue(s) is most important to them. We will promptly get a chase postcard to all voters whose home we door knocked thanking them for their time and focusing the postcard’s message on the voter’s most important issue. We will also put aside an additional postcard addressed to voters whose home we door knocked that we will send out the last week of the election.

Volunteer Phone Banking -

Given that HD 12 is very rural, we will have volunteer calls targeting voters in the precincts that are not walkable (see Appendix 1). The campaign needs to set-up phone banking locations. If volunteers want to make phone calls at home then we will make sure to take advantage of these volunteers also. Just like when we door knock, when we talk with voters on the phone we will ask them whom they are supporting and what issue is most important to them. We will follow-up with a chase postcard.

Signage -

The campaign has identified and will continue to identify locations for 4x8 signs and yard signs. All sign locations are kept in i360.

Letters to the Editors -

We will work with volunteers to supply each newspaper in the district with two, well-written letters to the editor each week.

Precinct Captains –

Starting in Giles County, we will find precinct captains who will agree to do the following: 1) Help recruit volunteers and work with the campaign to ensure that their whole precinct is canvassed, 2) Agree to host a meet and greet for voters in their precinct, 3) Help find sign locations in their precinct, 4) Agree to send letters to neighbors and friends in their precinct encouraging them to vote for Joseph and 5) Help secure volunteers to make GOTV calls and watch the polls.

Absentee Ballots –

In addition to paid efforts mailing out absentee ballot request forms, the campaign needs to devise an absentee ballot program targeting hard Republicans especially in Giles County.

GOTV –

Working with the local GOP parties, RPV and other GOP candidates, we will devise a GOTV plan which will focus on getting all Yost supporters (based off door-knocking, volunteer phone calls and live paid ID calls) to the polls and getting Republican voters to the polls (especially in Giles County).

Election Day Activity –

Working with the local GOP parties, RPV and other GOP candidates, we will devise an Election Day Activity plan that focuses on having volunteers in polling locations (starting in Giles County). We will track which voters show up to vote, paying close attention to IDed Yost supporters and Republican voters especially in Giles County. We will have volunteer and paid phone calls to targeted lists throughout the day.

G. Budgets

Attached is an ideal budget for the campaign (see Appendix 2). Polling will largely dictate spending relating to paid media, mail and paid phones moving forward.

H. Finance Plan

The finance plan consists of candidate calls, events, direct mail, meet and greets and online efforts. The campaign has a plan to raise XK from July 15 until November 8.

Lists – We have two main fundraising lists that we are working off:

1. Joseph 's "A" – X number of friends, family members, business associates, etc.
2. High end GOP donors that have been identified in the region

Candidate Calls – Joseph is currently is able to make X hours of fundraising calls a day.

Events – Speaker Bill Howell, Bolling (others???)

Meet and Greets –

Direct Mail – Mailing housefile

Online –

J. Polling

The polling schedule, while subject to change, will consist of the following dates:

Benchmark Survey – Week of August 12

Tracking Survey – Week of October 7

Tracking Survey – Week of October 21

J. Paid Media –

See Appendix 3

The strategy for paid media in this district is pretty straightforward.

The district is wholly in the Roanoke DMA. Roanoke CPP is \$78, so \$78,000 for a week of broadcast TV.

There are four Non-Metro radio stations in the district – three out of Blacksburg and one out of Narrows-Pearisburg. A week of non-Metro radio costs is TBD.

There are three cable networks in the district. A week of cable is \$8,526.

Paid media recommendations –

Broadcast TV is always the most powerful medium to deliver a message. Roanoke broadcast is very efficient and the best use of funds. For the time being, until we have polling data, we are budgeting three weeks of broadcast TV starting on October 16-November 5 for \$234,000 ($\$78,000 \times 3 = \$234,000$).

K. Mail

See Appendix 4

Large Core = Includes 11G or 10G or 09G

Small Core = Include 11G and 09G voters

Hard Republican = Includes all base GOP voters

Giles = Includes 11G or 10G or 09G

Social Conservative = Hard D's are removed

2nd Amendment = Hard D's are removed

Possible Universes	Est. Voters	Est. HH	Est Cost @5.75 by 11
CoreLrg	18500	13000	\$5,915
CoreSmall	16000	10500	\$4,778
Hard R	5500	4000	\$2,140
Giles		5000	\$2,675
SoCo		6500	\$3,478
2nd Amendment	15000	10000	\$4,550

For the time being, until we have polling data, we are budgeting \$111,200 for mail.

L. Paid Phones

We plan to chase almost every other third mail piece (see appendix 4). This total cost is \$6,960.

We plan to do one round of live ID calls in the first week of October. In addition to asking the ballot and top issue questions, we will ask if voters plan to vote using an absentee ballot. We must especially target any voters that plan to vote by absentee ballot. We will target our broad universe (13,000 HH) with the paid live ID calls costing roughly \$4,420 ($13,000 \times \$0.85 \times 40\%$ completion rate).

We also have live GOTV calls to our broad universe (minus Harder supporters) scheduled for Monday November 4 and during the day on Tuesday November 5 costing roughly \$3,640 ($13,000 \times \$0.35 \times 40\%$ completion rate $\times 2$).

Total paid phone budget is \$15,020.

M. Earned Media -

Here are the papers in the district. An earned media strategy should be devised in addition to determining which papers will endorse.

The Virginian Leader

Amy Gilmer, agilmer@virginianleader.com

News Messenger

news@newsmessenger.net

Roanoke Times

Christian Trejbal,
christian.trejbal@roanoke.com

New River Valley Current

newriver@roanoke.com

The Roanoke Times

Mason Adams,
mason.adams@roanoke.com

The Roanoke Times

Michael Sluss,
mike.sluss@roanoke.com

WDBJ7

Karen Kiley, kkiley@wdbj7.com
New River Valley Bureau Chief

WLS10

Erin Barnett, ebarnett@wsls.com

N. Website

We will use social media and the website to sign-up supporters, collect email address and push campaign updates and news.