

Campaign 2009: An Organizational Victory

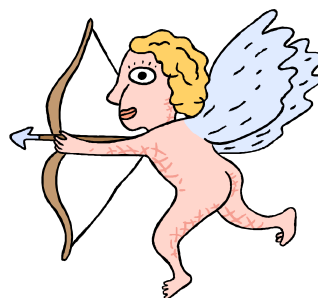
NALPSE

November 19, 2009

By, Ginger Gold Schnitzer
NJEA Director of Government Relations

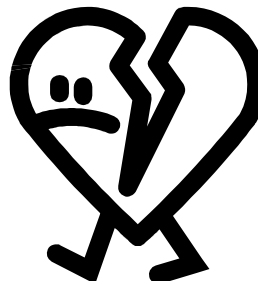
Electile Dysfunction (E.D.)

- Electile Dysfunction is the inability to become aroused over any of the choices for Governor in your state this year.



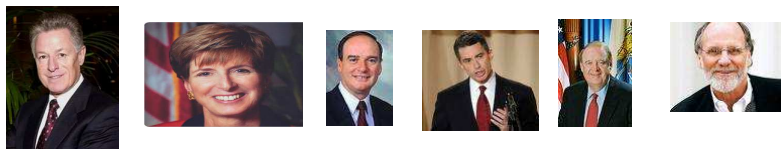
Early Symptoms

No “love for the Gov.”



Governor Jon Corzine

- \$3 billion into public pensions



- More than all Governors COMBINED over the last 15 years!

Governor Jon Corzine

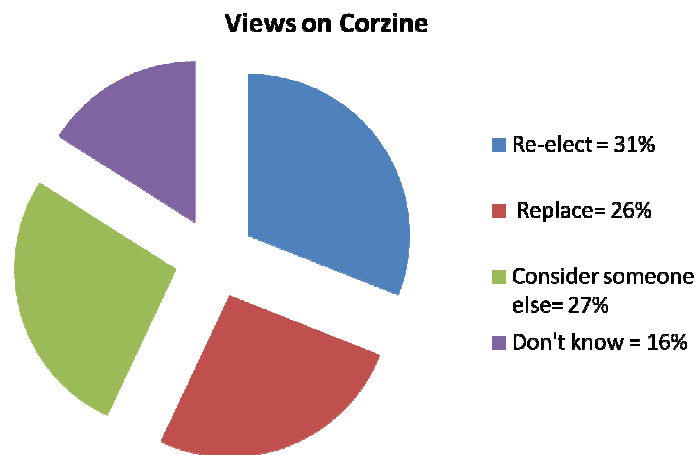
- Increased school funding by \$1.8 billion
- \$3.9 billion to build schools
- Expanded quality Pre-K programs



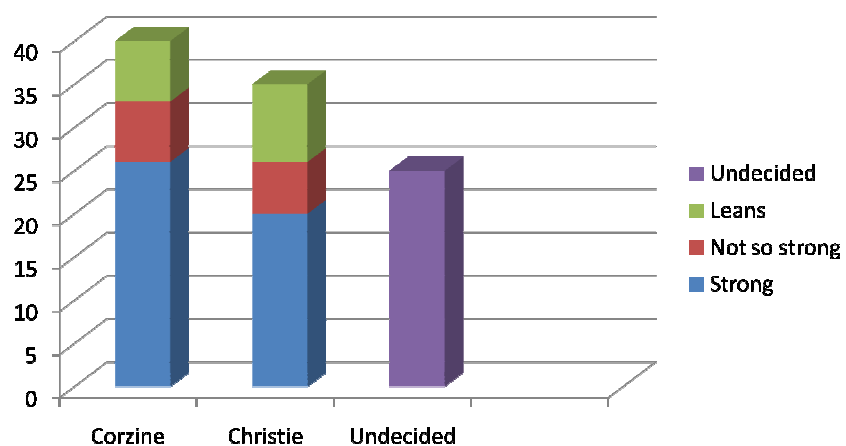
A few other things about Jon Corzine

- Opposes vouchers
- Signed law giving us premium free post-retirement medical benefits for life
- Established SEHBP
- Signed paid family leave law

It was not obvious to our members
that Corzine should be re-elected



In August, NJEA members preferred
Corzine to Christie by only 5 points



Challenger Chris Christie

- Refused to seek NJEA's endorsement
- Promised to eliminate pensions and benefits for all part-time employees
- Would replace defined benefit pension plans with 401k style plans
- Said collective bargaining was unnecessary.
- Said he would have refused \$ 2 billion in education funding from Federal stimulus bill.

A few more things about Chris Christie

- Would cut every revenue stream that funds education.
- On school funding: "we are paying caviar prices for failure."
- Called pre-school government funded "babysitting."
- Supports private school vouchers, merit pay, and unbridled expansion of charter schools.

Viva Viagra

- The first dose: a robust member to member campaign



- The second dose: an independent communications campaign to inoculate the public.

The Member to Member Campaign Plan



This NJEA campaign was different from past campaigns

- It was made an organizational imperative
- Data driven
- Made a serious attempt at face-to-face contact with members in every local.

Data driven messaging

- An August member poll determined that our primary messaging should revolve around six key issues
 - Pensions
 - Health benefits
 - Collective bargaining
 - Pre-school
 - School funding
 - Vouchers

Data driven organizing

- Paid for live ID calls to entire membership
 - Contacted 104,619 members
 - Discovered 2,800 member volunteers
- Provided info on where to start delivering the message

Field Operations: County Core Teams

- Comprised of staff and governance from each county
- Allows each county, within set parameters, to develop an action plan for their region.
- Plan activities like phone banks, voter registration, events to promote endorsed candidates, volunteer recruitment and assignment, VBM etc.

Field Operations: UniServ Staff

- Each field office given full membership lists for each school building with data about voter preferences from paid ID call.
- Organized building visits to persuade members to vote for Corzine

Field Operations: NJEA Headquarters Staff

- Opened a full time campaign office in a conference room.
- Open from 8 am – 8 pm for staff to phone bank, enter data, get training, and learn of other volunteer opportunities.
- Staff assisted field operations around the state by doing VBM chase calls, voter ID calls, scheduling of volunteers, and data entry.

Field Operations: using data to create accountability

- Data about voter preferences gathered from phone banks, building visits, and other events was entered into a software program developed by NJEA's IS team.
- A campaign stats report was sent to all staff, Exec Comm, and County Presidents every Friday.

Maintaining staff and governance interest and enthusiasm





Using statistical models brought focus to direct mail and GOTV programs

- Persuasion modeling— allowed us to send more waves of mail to the members who most needed it. Maximized budget.
- GOTV modeling— used to create mail universe for final mail piece and generate meaningful phone bank lists in final days of campaign.

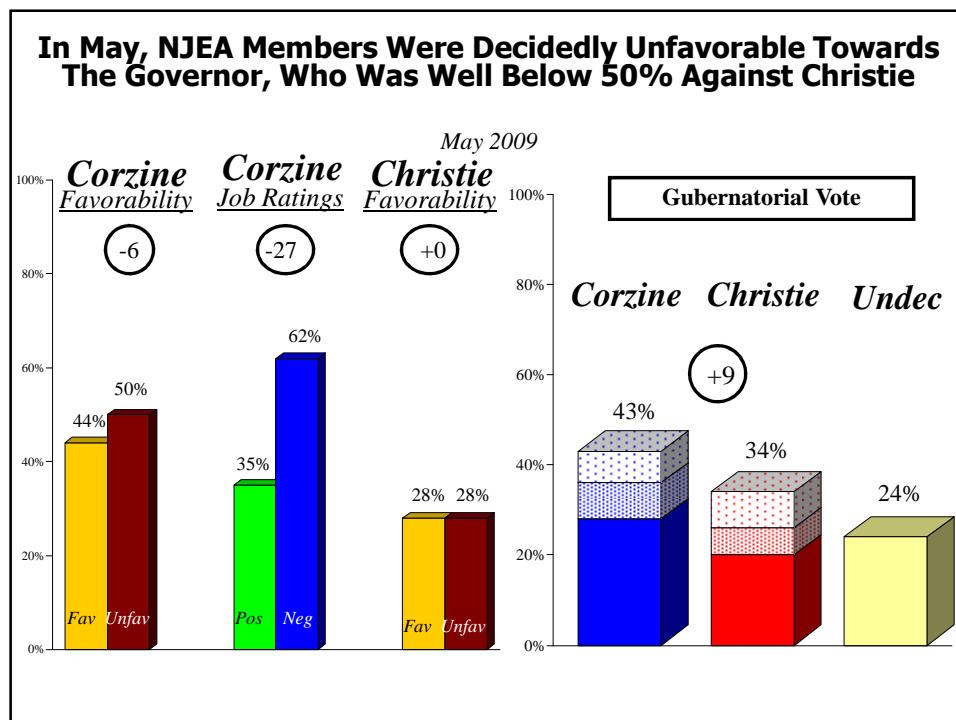
Results....

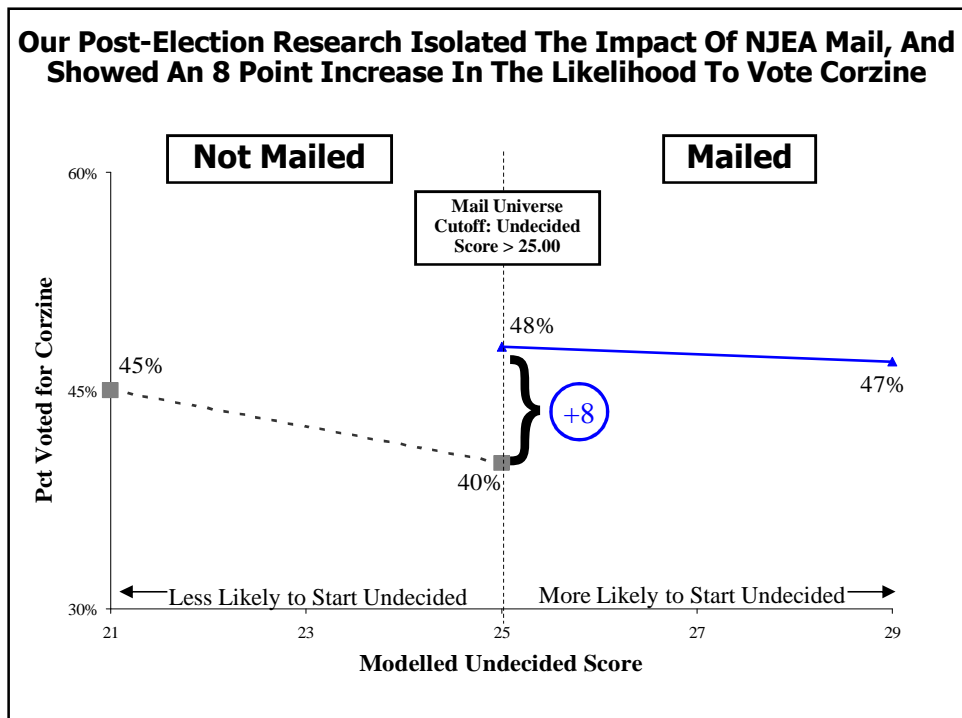
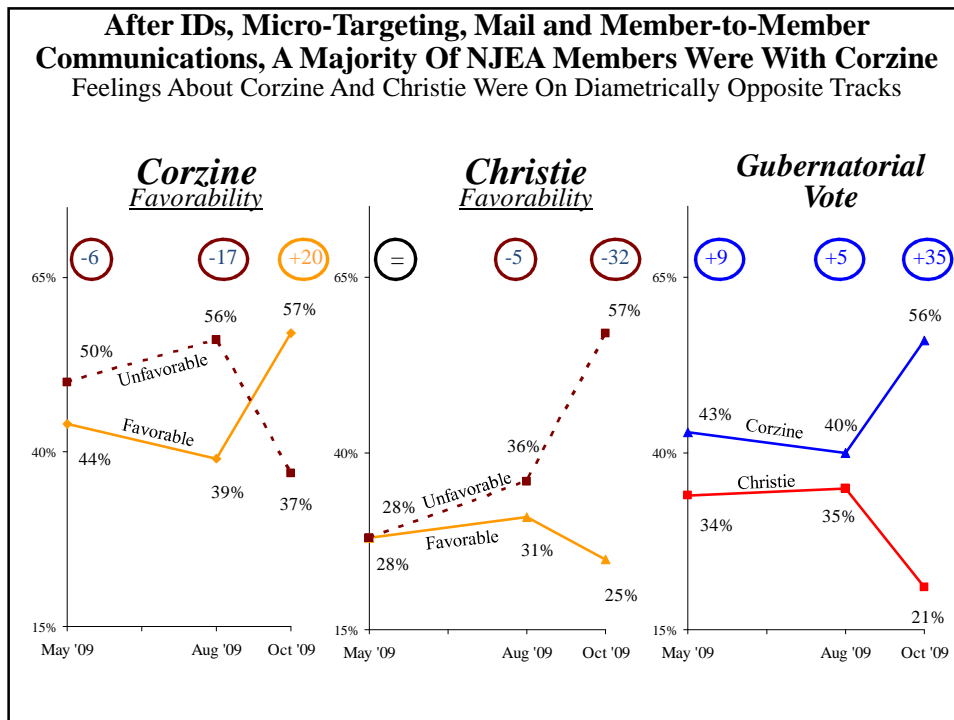
Please, please, please, Oh pretty please....

Don't ask me to explain any of the next slides.

The pollster sent them and I am SOOOOO graphically challenged.

But they sure look pretty....





NJEA Issue Advocacy Campaign Highlights

- ***As part of ongoing grassroots lobbying, NJEA developed a media plan to**
 - Raise awareness about the issue stances of both candidates / Lobby Chris Christie to change his position on certain issues / Lobby Gov. Corzine to continue to take the same positions on key issues – health care, early-childhood education, family leave
- **BTW team decided on a target group of women under 45**
 - Polling showed concerned about our issues / more likely to be undecided / receptive to arguments for Corzine/ against Christie

The component pieces:



- **Targeted cable / Plus a bit of broadcast TV / Plus Online strategies**
 - Layered with paid and unpaid communications online: ***Paid Facebook advertising.*** Bought small, self-serve display ads as well as larger, premium-priced flash-animated skyscraper ads / ***Hulu.com advertising.*** In-stream video of our 30-sec spot, along with companion banners ads and a “branded slate” / ***Social networking & other online presence.*** NJ Kids & Families fan page on Facebook, YouTube page, NJKidsandFamilies.org website

*NJEA Media campaign highlights provided by Will Robinson & New Media Firm

Hulu slate & companion banner



Hulu stats

- 978,861 ad impressions delivered overall
- 288,229 views of the 30-sec “Worry” spot. (Viewers must sit through the spot in order to see the rest of their Hulu programming).
- 4,818 clicks on all ad units, for a 0.49% click-through rate overall
- It seems clear that our ad content resonated with our target audience on Hulu, as the click-through rate for our 30-sec spot (0.98%) was significantly higher than the average for video ads on Hulu (0.65%-0.71%)

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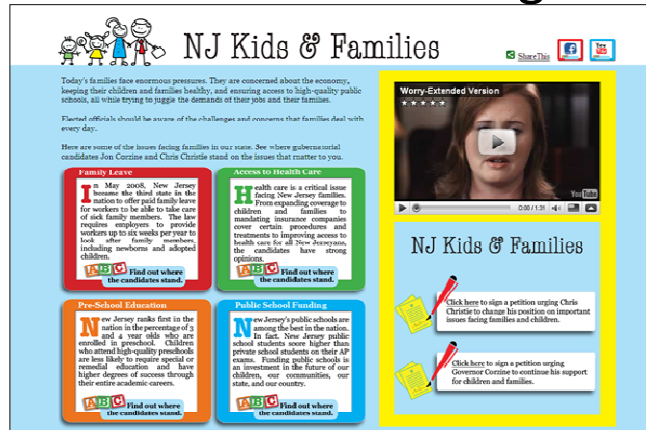
Facebook fan page



- 632 fans
- 15,111 page views

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NJKidsandFamilies.org site

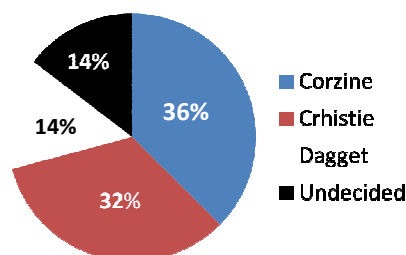


- 17,057 visitors during the two week period where we were pushing visitors to it with paid advertising
- 23,867 page views

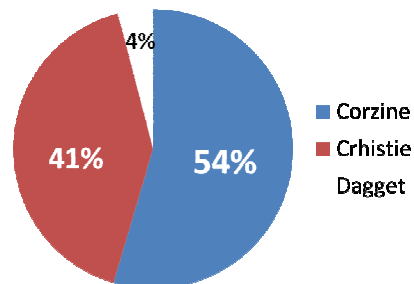
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NJ Vote among Women < 45yrs old

*August 2009 NJEA Poll



* Nov 3rd Exit Poll Analysis



*Source: Beldon Russonello & Stewart polling analysis

Special thanks to NJ's E.D. support group

- Karen White
- Angelique Pirozzi
- Rick Farfaglia
- Kim Anderson
- Bob Burke



And if you want to know why
Corzine lost...

See me at the bar....

