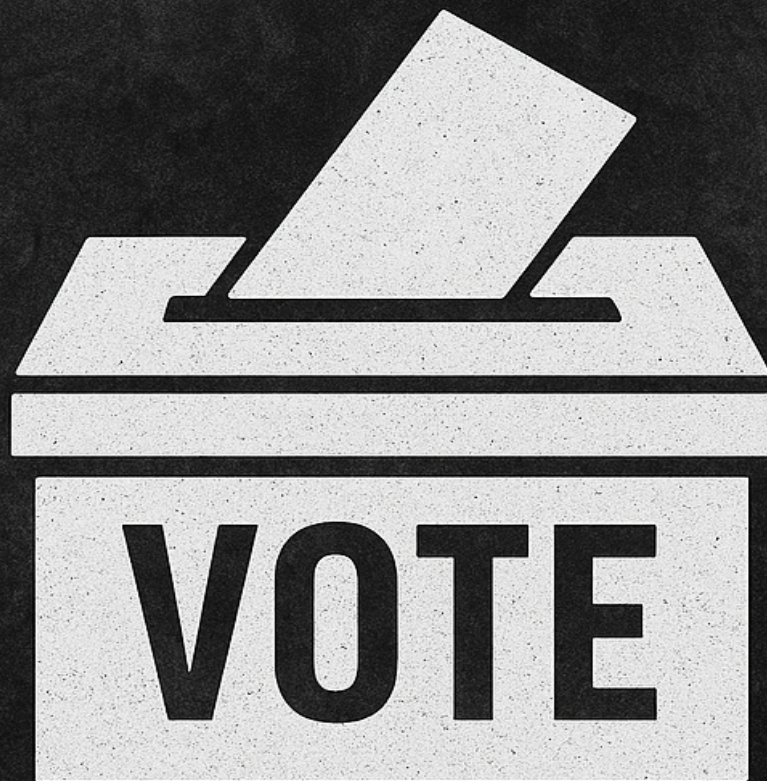


# 72-HOUR GET OUT THE VOTE PLAN



**NEXT** GEN



**Dear Candidate,**

If you're reading this, you already understand one of the most important truths in politics: **the last 72 hours can make or break your campaign.**

This sample GOTV plan gives you a snapshot of how we help serious candidates finish strong. Inside, you'll find a structured, high-intensity strategy designed to maximize turnout when it matters most.

But here's the truth: this is **just a template.**

When you work with **Next Generation Political Consulting**, you get more than a plan — you get a **campaign-specific system:**

- ✓ Data-driven voter targeting tailored to your race
- ✓ Customized messaging based on your district and tone
- ✓ Behavioral science-backed nudges to turn out unlikely voters
- ✓ Scripts, texts, and tracking tools your team can deploy instantly
- ✓ Strategic coaching to guide you hour-by-hour to the win

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**The difference between losing close and winning big?**

**A disciplined, tested plan with no wasted motion.**

We build that plan for you.






If you're ready to run your final days like a pro, let's talk. We only work with candidates ready to do the work — and ready to win.

**This sample is a glimpse. The real thing is a game-changer.**

Let's get to work,

Reach out at [www.TheNextGen.us](http://www.TheNextGen.us)

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# Tonight: Tuesday Night (Post-Early Voting)

- **Rest, eat, hydrate.**
  - Tomorrow begins a 3-day sprint with 12-hour minimum workdays.
  - You must be physically and mentally prepared.
- 

## Day 1: Wednesday — Organize, Prioritize, Call Relentlessly

### 7:00 AM – Get Organized

- Coffee in hand, notebook open.
- List **every helper** you can mobilize.
- Assign tasks: callers, texters, door-knockers, drivers.

### Morning – Watch for Early Voting Turnout Reports

- When county turnout data drops (usually between 10 AM–2 PM):
  - Scrub your voter list — remove everyone who already voted.
  - The rest are your universe to target.

### Morning – Build Priority Lists

- Rank remaining voters:
  1. Committed supporters
  2. Leaners
  3. Persuadables
  4. Low-turnout voters

Break these into **chunks of 50 names** for outreach.

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## **Candidate's Mission: Minimum 100 Personal Calls**

- **The Candidate must personally make at least 100 calls TODAY.**
- More is better.
- Every minute not spent calling a voter = helping a volunteer call voters.

**As a candidate, you are the most persuasive messenger.**

**No one else can close voters the way you can.**

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# Day 2: Thursday — Relentless Contact and Energy Building

## 7:00 AM – Caffeine and Lists

- New lists ready. Volunteers prepped.
- Morning volunteer rally call or group text to set the tone.

## Morning–Afternoon: Calls, Texts, Doors

- 3-hour outreach shifts:
  - Call top supporters.
  - Text everyone else.
  - Knock on highest-priority doors if possible.

## Candidate's Mission: Another 100+ Calls

- Aim to finish first 100 by early afternoon.
- Stretch goal: **150-200 calls**.
- Document responses: Yes / No / Maybe / Needs Follow-up.

## Social Push

- Energize your online base:

*“Momentum is growing — your vote is powerful! Saturday is the day!”*

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# **Day 3: Friday — Final Outreach Surge**

## **7:00 AM – Final Strategy Call with Team**

- Confirm poll greeters, sign crews, drivers for Saturday.

## **Morning–Evening: All-Out Outreach**

- All voters on your list must be contacted by 6 PM Friday.
- Focus shifts to persuading and solidifying plans to vote.

## **Candidate's Mission: 100+ Direct Voter Contacts**

- Again: direct voter calls are your #1 job today.
  - Target high-priority voters who haven't been reached yet.
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# Saturday: ELECTION DAY — Execution Mode

## 6:30 AM – Team Launch

- Quick rally and reminder:

*“Every vote matters. Every voter matters. Let’s finish strong!”*

## 7:00 AM–7:00 PM: GOTV Wall-to-Wall

- Poll greeters smile and engage.
- Call/text remaining voters until polls close.
- Offer rides, information, encouragement.

## Candidate’s Mission: Voter Visibility

- Greet voters at polls when possible.
- Make quick check-in calls to critical voters who pledged to support you.

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## Golden Rule for the Candidate:

**Talk to voters. Help your team talk to voters.**

**Every minute of every day until polls close.**



# Sample Text Messages

## **Wednesday Texts (Organize Momentum – Build Excitement)**

### **1. Friendly Welcome**

“Hi [First Name], it’s [Candidate Name]! We’re gearing up for Election Day THIS Saturday. Thanks for being part of the team! Let’s make a plan to vote and bring this home together! 🇺🇸”

### **2. Mission-Oriented**

“This is [Candidate Name] — 3 days left! Every conversation, every vote matters now. Can I count on you to vote Saturday and help us finish strong?”

### **3. Early Push**

“Hi [First Name], early voting is done — now it’s all about Saturday! 🗳️ We’re organized, energized, and ready to WIN. Let’s do this together!”

### **4. Peer Momentum**

“Hey [First Name], neighbors across [City/County] are getting ready to vote Saturday! Are you with us? [Candidate Name] is fighting for [local issue] — let’s finish the job!”

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# Thursday Texts (Energy + Urgency)

## 1. Countdown Energy

“Hi [First Name]! It’s [Candidate Name] — just 2 DAYS until Election Day! 🗳️ Let’s make sure your voice is heard. Can we count on your vote Saturday?”

## 2. Fight Talk

“This is the final push! ⚡ Saturday will decide everything. I’m working every minute to earn your vote — and I’m grateful for your support!”

## 3. Quick Check-In

“Hey [First Name], do you know where you’re voting on Saturday? Need info? I’m here to help! 🗳️ [Candidate Name]”

## 4. Community Pride

“Proud of our community showing up early — now it’s time to finish strong Saturday! 🇺🇸 Thank you, [First Name], for standing with us!”

## 5. Ask + Thanks

“Voting this Saturday? We’re counting on neighbors like you to protect [insert issue: schools, taxes, roads]. Thanks for being part of this movement!”

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# Friday Texts (Finalize Voting Plans)

## 1. Plan Maker

“Tomorrow is Election Day! 📞 Hi [First Name], it’s [Candidate Name] — have you made your plan to vote? Need your polling location? Let’s get it done!”

## 2. Last Rally

“Our race is CLOSE. Your vote could decide it. 📞 Thank you for standing with me. Let’s make sure your voice is heard tomorrow!”

## 3. Morning Hype

“Final 24 HOURS! 📞 I need your help to cross the finish line. Vote Saturday for [Candidate Name] — let’s protect [key issue] together!”

## 4. Voter Reminder

“Hey [First Name], a quick reminder: Election Day is TOMORROW. 📞 Polls open at [time] — let’s make history!”

## 5. Make it Personal

“Hi [First Name], it’s [Candidate Name]. I’m so proud of what we’ve built — and it all comes down to tomorrow. Thank you for being part of this!”

# **Saturday Texts (Election Day – All About Action)**

## **Morning Blitz (7 AM – 11 AM)**

### **1. Straight Shooter**

“Today’s the day, [First Name]! 🗳️ Let’s finish strong. Polls are open now — vote for [Candidate Name] and help us WIN!”

### **2. Friendly Nudge**

“Good morning! ☀️ Just a reminder — polls are open! Every vote counts. Thanks for being part of our winning team, [First Name]!”

### **3. Impact Frame**

“Your vote = real change for [City/County]. 🗳️ [First Name], we’re counting on you today. Thank you for believing in [Candidate Name]!”

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## **Midday Motivation (12 PM – 3 PM)**

### **4. Energy Boost**

“Still plenty of time to vote! 🗳️ [First Name], you have the power to decide our future. Let’s do this — polls open until [time]!”

### **5. Status Check**

“Hey [First Name], have you voted yet? If not, there’s still time to make your voice heard for [Candidate Name]! Need help? Just reply.”

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## Late Afternoon Push (4 PM – 6:30 PM)

### 6. Last Call Energy

“Polls close soon, [First Name]! 🗳️ If you haven’t voted yet, this is the moment. Let’s finish strong — every vote matters!”

### 7. Urgent Nudge

🔴 [First Name], final hours to vote for [Candidate Name]! If you’re in line when polls close, you can still vote. Don’t wait!”

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## ⚡ Pro Tips for Sending These:

- Mix “friendly” texts with “urgent” ones every day.
- Use emojis sparingly to boost emotional energy.
- Always offer polling info or help.
- Personalize when possible (“Thanks for standing with us, [First Name]!”)
- If possible, **send live updates**
- *“Turnout is strong — be part of the movement!”*

## ✅ Built-in Quick Replies Across All Texts

Voter Reply	Your Fast Text
“Yes, I voted!”	“Thank you so much! 🎉 If you can remind a friend or two, you could double our impact!”
“Where do I vote?”	“No problem! 📍 Send me your address and I’ll get your polling location right now!”
“I need a ride.”	“We have volunteers ready to help! 🚗 I’ll get your info to our driver team immediately.”
“Undecided.”	“Totally understand — it’s an important decision. Can I share 1 quick reason why I’m running?”
“No thanks.”	“Thanks for considering it! 🇺🇸 Every vote matters — even deciding not t



# Sample Call Scripts

## Script 1 – Strong Supporters

**Hi [Name], it's [Volunteer/Candidate Name] with [Campaign Name].**

I'm calling because tomorrow is Election Day and your vote can make the difference.

Can I count on you to vote for [Candidate Name] on Saturday?

(If yes) Great! Polls are open from [times]. Do you know where you're voting?

(If no) Totally understand. If you have any questions about what's at stake, I'm happy to share.

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## Script 2 – Leaners / Persuadables

**Hi [Name], it's [Volunteer/Candidate Name] with [Campaign Name].**

We're working hard to elect leaders who will [name top priority issues: protect parental rights, fix local roads, etc.].

Have you decided who you're supporting for [Position]?

(If undecided)

I'd love to earn your vote. [Candidate Name] is focused on [local benefit to them]. Can I count on your support?

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## Script 3 – Final Day Call (Saturday)

Hi [Name], this is [Volunteer/Candidate Name] just checking in.

Today is Election Day!

Have you already voted, or do you need help getting to the polls?

(If not voted)

Polls are open until [closing time]. Your vote could truly decide this race. Let's finish strong together!

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## Quick Reminders for Volunteers

- **Keep it personal.** You're a neighbor talking to neighbors.
- **Ask clearly.**

*"Can we count on your vote?"*

- **Offer help.**

*"Do you know where you vote? Need a ride?"*

- **Stay positive.** Excitement wins more votes than panic.

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