

Virtual House Party

Meet our Allegheny County
Team!



Welcome!

Find us Facebook:

[facebook.com/BackToBluePA](https://www.facebook.com/BackToBluePA)

Find us on Twitter:

[@PADems](https://twitter.com/PADems)



Agenda

1. Meet our team
2. What is Back 2 Blue PA?
3. Where we've been
4. Where we're going
5. How to get involved
6. Q & A



1) Meet Our Organizers!



Allegheny County Field Organizers

- Alexis Perry
- Bradley Fuller
- Brett Meeder
- Jennifer Sybrandt
- Jorge Alvarez
- Joshua Steinkopf
- Riley Nelson
- Rochelle Adjei
- Stephanie Gagne
- Stephen Morrissey



Introductions

Send in the chat!

- Name
- Where you're from
- Why you want to help elect Democrats up and down the ballot
- What you're most excited to see this election cycle



2) What is Back to Blue PA?



PADEMMS

BIDEN
PRESIDENT

Back2Blue is the ground game
for democrats in 2020



Back to Blue PA

- Joint effort from PA Democratic orgs like PA Dems, PA House Democratic Campaign Committee, PA Senate, and candidate committees across the Commonwealth in addition to our national campaign: Joe Biden for President
- Targeting and IDing races from the top of the ticket down to the bottom of the ticket
- Building an organization of volunteers to educate and mobilize democratic voters for the upcoming election



3) Where We've Been



Our organizing program is divided into 5 phases

- Phases 1 & 2:** Staffing, training, & expansion / Primary
- Phase 3:** Persuasion
- Phase 4:** Mobilization
- Phase 5:** Get out the vote! (GOTV)



B2B Phases 1 & 2 -- Staffing, Training, and Expansion

- Expanded vote by mail to ensure safe voting during COVID-19
- Currently expanding team by
 - More than doubling number of staff on the ground since Primary Day
 - Integrating with staff from **DNC and the Joe Biden for President Campaign**
- Expansion efforts are avoiding the issues of separate offices faced in 2016, combining our staff efforts and working more closely



Successes of the primary-- Statewide

- Voter Dial attempts: 1.3 Million
- Voter texts sent: 1.4 Million
- Total Voter Outreach: 2.7 Million
- Total volunteer shifts: 5,250

1.5 million Pennsylvanians voted (safely!) by mail!



Successes of the primary-- Allegheny

- Voter Dial attempts: 103,578
- Voter texts sent: Over 250,000
- Ballots Requested: 211,338 Ballots
- Ballots Returned: 167,689



4) Where We're Going



Current & Upcoming B2B Phases

- June 22nd, 2020 to August 2020 - **Phase 3: Persuasion**
- August 2020 to September 2020 - **Phase 4: Mobilization**
- September 2020 to Election Day - **Phase 5: Get Out The Vote (GOTV)**



B2B Phase 3: Persuasion

- Began on Monday, June 22nd!
- Goal of three passes of our **persuasion** universe to identify as many supporters as possible
- We are going to talk to Republicans, Democrats and Independents that we believe can be persuaded and encouraged to vote democrat this November.
 - We need to make 3 passes minimum of this universe in order to attempt to talk to everyone
 - We will need a massive amount of volunteer help to ensure we reach three passes
- These IDs will be critical for Phase 4 to ID new volunteers and volunteer leadership



B2B Phase 4: Mobilization

- ETA — August 2020 through September 2020
- Goal to build our grassroots base of volunteers and to identify volunteer leadership to help us build for and manage Phase 5
 - Phase 5 will not be possible without the crucial help of volunteer leadership!
- The goal of our mobilization phase is to identify as many volunteers as possible



B2B Phase 5: **Get Out The Vote (GOTV)**

- ETA — September 2020 through Election Day
- GOTV takes places in the time leading up to E-day to ensure voters **have a plan to cast their ballot**
 - In this time we will build off our voter IDs to ensure all likely demo voters vote
- Staging Locations & Vol Leadership are critical to running a large operation
- More TBD



5) How to get involved



We need YOU

- Contacting voters
 - We have a strategy of how many voters we need to speak with each week in order to win-- but we can't do it alone!!
 - ---> sign-up for a phonebank!
- Connect with an organizer
- Join us for future events
- Follow us on social media

Twitter: @PADems

Facebook Page:
[Facebook.com/Back2Blue](https://www.facebook.com/Back2Blue)

Join our Facebook group: Back To Blue
Allegheny County



When can you phone bank?



Next steps:

- Fill out post-event survey
- Reach out to us!
- Invite your friends to join our team



THANK YOU FOR COMING!!!

Do you have any questions for us?

