

Mobilizing Pasadena Democrats: Measuring The Effects of Partisan Campaign Contacts

Supplementary Materials

1 Script

1.1 Email Script

"Dear NAME,

Tomorrow, Tuesday November 7th, is a critical day for our state and our country. Only rarely do we, as voters, have a clear opportunity to change the direction of our government. The last few years have been years of disappointment, with a continuing quagmire in Iraq, state and federal deficits as far as the eye can see, and our health care system in crisis.

It is critical that you vote to support Democrats.

The polls will be open tomorrow from 7 AM to 8 PM. Your polling place is:
DESCRIPTION
ADDRESS

You are receiving this email from the Pasadena Area United Democratic Headquarters because you supplied your email address when you registered to vote. This is a one-time email; we will not subscribe you to any lists or give your email address to anyone else.

We've included a short Democratic voter guide at the end of this email. Please print it out and bring it with you to the polls.

If you would like to help us contact other local voters to get out and vote, or would like more information about our Democratic candidates, please give us a call at (626) 683-8124.

Thank you for your support,
Tim Wendler
Chair, Pasadena Area United Democratic Headquarters Steering Committee

2006 CALIFORNIA DEMOCRATIC VOTER GUIDE:

Governor: Phil Angelides
Lt. Governor: John Garamendi
Secretary of State: Debra Bowen
Controller: John Chiang
Attorney General: Jerry Brown
Treasurer: Bill Lockyer
Insurance Commissioner: Cruz Bustamante
Board of Equalization, District 4: Judy Chu

California State Assembly (44th District): Anthony Portantino

U.S. Senator: Diane Feinstein

U.S. Congress (29th District): Adam Schiff
U.S. Congress (26th District): Cynthia Matthews
U.S. Congress (31st District): Xavier Becerra
U.S. Congress (32nd District): Hilda Solis

Pasadena Area United Democratic Headquarters (FEC ID# C00380568, FPPC ID# 1258461)
<http://www.pasadenademocrats.com>
(626) 683-8124
P.O. Box 70052
Pasadena, CA 91117-7052

Not approved by any candidate, candidate's committee, or ballot measure committee."

1.2 Phone Script

"Hi, my name is [volunteer name], and I'm a volunteer calling from the Pasadena Democratic Headquarters. May I please speak with [target voter name]?"

I'm calling this evening to remind you of the election coming up on Tuesday, November 7th, and to ask if we can count on you to vote for Phil Angelides for Governor, Anthony Portantino for Assembly, and the rest of the Democratic ticket. Can we count on you?

[mark Y/N/U, etc].

Thank you, and we'll see you at the polls on Tuesday, November 7th."

2 Previous Literature

Table 1: GOTV Literature: Mobilization Effect of Volunteer Phone Calls

Authors	Effect Size (SE)	Population
Green (2004)	5.0 (1.8)	New Jersey young voters
Ramirez (2005)	4.6 (1.84)	Precincts with more than 70% Latino voters
Nickerson (2006a)	4.5 (1.7)	6 US cities
Nickerson, Friedrichs & King (2006)	3.5 (1.7)	Young Michigan voters
Wong (2005)	2.9 (2.1)	Asian Americans in Los Angeles County
Nickerson (2007)	.05 (.7)	18 US counties
McNulty (2005)	-3.7 (2.5)	UC Berkeley Cal Dems