



## **TEXAS VICTORY 2008**

### **Recruit, Train, Register, Identify, Turnout**

Victory is a statewide Get-Out-The-Vote (GOTV) program dedicated to cultivating, energizing, and training grassroots volunteers to ensure Republican success at the polls on Election Day. The program is chaired by former Secretary of State Roger Williams. Texas Victory 2008 will utilize the latest technology like never before in prior elections to target Republican voters and drive them to the polls.

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- **Recruit and Train**  
Over 1,000 unique and active Victory Team Leaders recruited and 6 Regional Grassroots Trainings conducted educating activists on the new technologies and practices utilized when executing a statewide GOTV program.
- **Register**  
Summer Voter Registration Drive to contact the new movers since the fall of 2007 that were registered as Republicans in their former home state, a list of over 155,000 potential new Republican voters and new volunteers.
- **Identify**  
On May 17<sup>th</sup> the TX Strike Force Team kicked off their Walk-to-Win program launching coordinated block walks in over 50 counties, utilizing over 500 volunteers and knocking on over 50,000 doors to identify voters.
- **Turnout**  
Victory will execute the most aggressive statewide Vote-by-Mail and Early Vote Chase Program in the state's history through mail, phones and door-to-door.

#### **Keys to Success:**

1. **Everyone Benefits:** This is not a top-down approach, it is a collaborative effort to magnify our impact, and it is an exercise that all Republican candidates will benefit working together to recruit, train, register, identify and turnout the vote.
2. **Not a one size fits all approach:** Campaigns, County Party's, and other organizations can and should share best practices and lessons learned in the past in their County, District, or Precinct. Victory is just here to facilitate, communicate and to help execute.
3. **Understanding:** The TX Victory Strike Force focus is to develop, train, and test our Republican volunteer infrastructure so that we are a well-oiled, effective and efficient Republican turn-out machine come November.