

Here is why voter outreach is so important.  
We can do this!

### Voter Motivation Model

PEOPLE	VOTES TO WIN
All who Could Vote = 100%	50% + 1 vote
Those Eligible to Vote = 60%	30% + 1 vote
Those Now Registered = 40%	20% + 1 vote
Those who Vote on Election Day = 24%	12% + 1 vote
8% Vote R, or 8% vote D = 8%	<u>3% + 1 vote</u> <<<
(- 2% vote Other)	<b>IS ALL IT TAKES TO WIN</b>

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Cut off all the outer margins (including these notes).

Make one vertical cut 3.5" from a side.

Make 3 horizontal cuts 2.0" from the top of each card.