

## Preparing for Campaigning • Voter Contact

The most effective ways to reach out to your constituency may differ depending on your location. Consider the demographics in your area, what methods have worked in the past, and set a target number of constituents you want to connect with.

Target Group	Methods to Reach Them	Numeric Target
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____

## Setting a Goal

Based on your riding and the number of campaign volunteers/ staff you have, set a 'votes won' goal.

The total **population** of the riding is: \_\_\_\_\_

The total **number of voters** is: \_\_\_\_\_

**Expected turnout** in this election is: \_\_\_\_\_

**We will win if we receive this number of votes:** \_\_\_\_\_