

# Developing a Turnout Plan

## Rule of Halves & Beginning Your Turnout Plan

### Rule of Halves

- Imagine you need to turn out 20 people for a phone bank.
- Assume one in 4 you ask will say yes if you are asking people you know personally.
- Assume as few as one in 10 if you don't know them personally!
- Assume at least 50% flake factor among yes's.
- Figure out how many people you need to ask to get to your goal.

### Beginning Your Turnout Plan

People I will ask to join me in volunteering:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_
6. \_\_\_\_\_
7. \_\_\_\_\_
8. \_\_\_\_\_
9. \_\_\_\_\_
10. \_\_\_\_\_
11. \_\_\_\_\_
12. \_\_\_\_\_
13. \_\_\_\_\_
14. \_\_\_\_\_
15. \_\_\_\_\_
16. \_\_\_\_\_
17. \_\_\_\_\_
18. \_\_\_\_\_
19. \_\_\_\_\_
20. \_\_\_\_\_

How many do you *really* need to ask?

SkillBrief