

Walking Lists

by VCS

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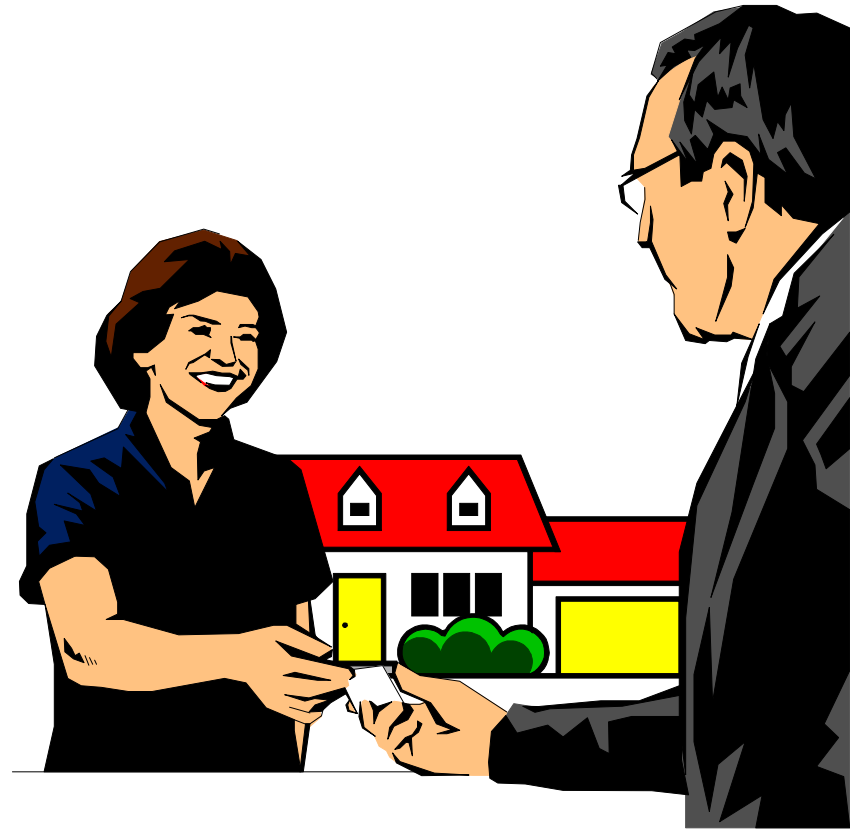
All Politics is Local

All politics is local. There is nothing that is more basic to a political campaign than walking through a district from door to door and talking to voters.

Door to door canvassing has been a part of political campaigns as long as any one can remember, but the addition of computers and computerized voter lists to the tools available to campaigns has allowed this process to be refined and improved substantially.

The use of specific Walk Lists of registered voters allows a door to door canvass to focus on only those houses where voters of interest are known to reside. If you are walking door to door in a primary campaign, for instance, you will gain a lot more impact for the time spent by calling on only voters in your party. More and more campaigns are realizing that walking activities can and should be targeted and planned just as much as direct mail and phoning.

VCS has been producing a wide variety of Walk Lists for over 20 years for every kind of situation that a campaign might encounter. Make use of this experience with the correct VCS Walk List, and get the most votes from your walking efforts!



What Makes a Walk List Different?

Why are Walk Lists special? What makes them different than any other kind of Voter List? There are several common factors to all Walk Lists:

SEQUENCE: All Walk Lists are sorted in sequence by street name, so that the voters are grouped in the same way that you walk -- one street at a time. Generally the streets are broken up between precincts, although it is possible to produce Walk Lists where entire streets are listed together within a district or county.

ODD and EVEN: Most Walk Lists are organized to show the difference between Odd and Even Street Numbers in some way. Odd and Even numbers represent different sides of the street, so the specific list organization should be chosen to fit the way you intend to handle street crossings. This usually relates to the type of housing in the neighborhood. We'll explore different possibilities as we discuss different Walk List options. Some voters have addresses without street numbers (P. O. Box, for instance). All such voters are printed in a separate page in each precinct, as a regular Selective Voter List.

ADDITIONAL DATA: Walk Lists always contain the name and address of voters, but many other types of data can also be listed. Things such as phone numbers, birth dates, party affiliation, voter flags and canvass codes are frequently listed for each voter where available.

VCS has a wide variety of Walk List formats, each designed to help make a walking program more effective under some specific set of circumstances. In the following pages we'll describe some of those formats and discuss what kinds of features you might want to consider based on the specific goals of your own walking activities.



ZIG-ZAG Walking Map -

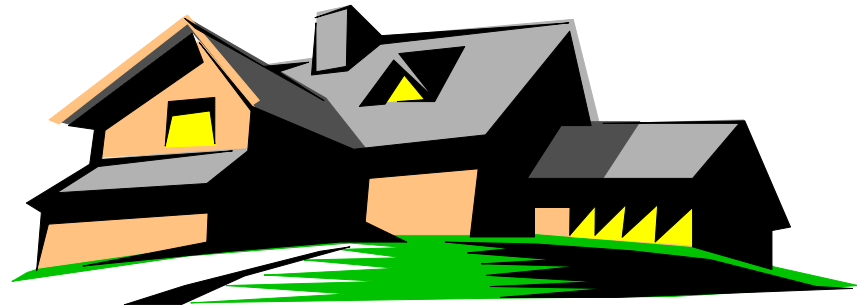
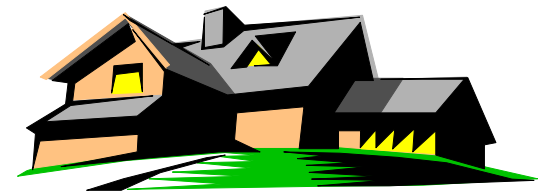
Recommended for Suburban Areas

A **ZIG-ZAG Walking Map** is a very compact and easy to use form of Walk List. It works especially well for simple canvass activities in suburban areas.

As you can see from the examples on the previous and following pages, a ZIG-ZAG Walking Map lists voters as they actually appear down the street -- as if the center line of the road ran down the center of the page. Voters with odd street numbers are listed on the left side of the page while voters with even street numbers are listed on the right side of the page. If there are gaps in the numbers on one side of the street then a blank space appears -- for example, from 1832 to 1870 Cortez CT on the previous page.

ZIG-ZAG Walking Maps are the most compact form of Walk List; they consist of the fewest pages in any area. They have several limitations, though, that frequently cause Walk Coordinators to choose other lists for their specific circumstances.

Because ZIG-ZAG Walking Maps are compact, they don't have room for much data or canvass codes for each voter. The next page, **W1) ZIG-ZAG WALKING MAP WITH PHONES**, shows the most commonly used form of this list. Only Party Affiliation, Phone Number and Birth Date can be listed for each voter. It is possible to replace the Birth Date with any 8 of the 21 Voter Flags.



W1) ZIG-ZAG WALKING MAP WITH PHONES

Woodbine,
Maryland

The ZIG-ZAG Walking Map is a very compact walk list that is effective for walking programs in suburban areas.

Street Name is printed at the top of the page on both sides.

Political Party, Phone Number and Birth Date are printed in these areas.

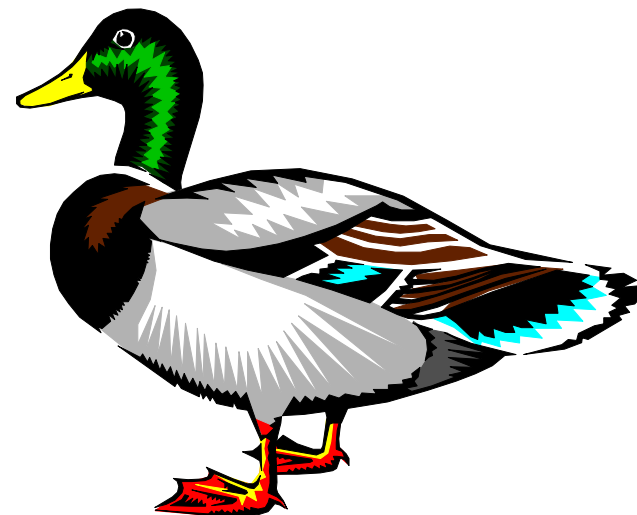
PRECINCT 1001 CITY CNTY 16 * ZIG-ZAG WALKING MAP *PAGE 2 --FROM VOTER CONTACT SERVICES--PRECINCT 1001 CITY CNTY 16
 -----PREPARED FOR-THE ZIG-ZAG WALKING MAP IS RECOMMENDED FOR SUBURBAN AREAS-----
 ANNAPOLIS ROCK RD WOODBINE, MD 21797 AREA CODE 301 ANNAPOLIS ROCK RD
 LEGISLATURE 14B US CONGRESS 8 COUNCILMANT 4 DISTRICT 01 BOE DIST 1

NUMBER	APT	NAME	AFL	PHONE	BIRTH	NUMBER	APT	NAME	AFL	PHONE	BIRTH
						6820		TWIGG, MR PAUL T	R		10/01/29
						6820		TWIGG, THELMA M	R		5/01/32
6825		WERBACK, MR CLARENCE E JR	R	253-5657	2/24/47	6820		TWIGG, MR THOMAS P SR	D		9/13/57
6825		WERBACK, KELLY M	N	253-5657	12/12/73						
6825		WERBACK, MARILYN D	N	253-5657	6/22/49						
6901		HILTON, JANET L	R	253-5038	10/09/59						
6901		HILTON, MR JEREMIAH G	R	253-5038	4/08/76						
6901		HILTON, MR JOHN G	N	253-5038	11/05/59	6940		NORWOOD, ALMEDA H	D		10/21/22
7025		HILTON, MR KEVIN M	R	253-4806	11/23/72						
7025		HILTON, LINDA R	D	253-4806	8/22/50						
7125		GARDNER, MR GEORGE E SR	D		10/25/37						
7125		GARDNER, NANCY A	D		4/29/36	7134		CURTIS, JUDITH M	D	253-4038	7/04/48
						7134		CURTIS, MR RAYMOND W JR	D	253-4038	10/04/68
7135		HILTON, ESTHER M	D	253-2686	10/18/28						
						7140		HERSKOWITZ, ANGELA R	N		5/19/70
						7140		HERSKOWITZ, MR BRIAN J	R		10/31/72
						7140		HERSKOWITZ, CATHERINE M	N		2/06/48

P=W
L=W
4=bl

←----- Odd Side of Street -----> ←----- Even Side of Street ----->

Post the Canvass Back - Not Related To Ducks



Most door-to-door walking programs involve asking voters various questions and recording the answers onto the Walk List. Campaign literature is frequently distributed at the same time. This process is called Canvassing. Generally some form of additional campaign activities are then performed at a later time based on the various answers to the canvass questions.

Sometimes it is effective to use the original marked-up Walk List for these follow-on activities. This might include hand addressing mail pieces or phoning for election day turnout. A very valuable canvass question is "would you help in our campaign?". It is important to later contact those voters and solicit their assistance for other campaign activities. This can include financial donations, yard signs, working on phone banks or future canvassing.

If the follow-on use of this canvass data is going to be fairly extensive, then it is common to "post the canvass back" to the original voter file in the computer. In such a case it is critical to have the voter ID-Number to enter into the computer to specify the specific voter for posting.

Page **W2) ZIG-ZAG WALKING MAP WITH CANVASS CODES** shows a format of the ZIG-ZAG Walking Map that provides some canvass codes. This format also provides room for a voter ID-Number, which allows the voter file to be updated with the canvass response (Post the Canvass Back). A maximum of only 10 spaces are available for canvass codes. In order to provide space for these items it is necessary to drop both phone number and birth date. If the canvass questions are more extensive it is necessary to use a different format of Walk List, such as an ODD/EVEN List.

Duck

KRAEMER, LAURA V	D	1	(2)	3	NH
LEMUS, MR FRANCISCO J	I	(1)	2	3	NH
STOCKWELL, MR GERALD W	D	1	2	(3)	NH

Completed Canvass

W2) ZIG-ZAG WALKING MAP WITH CANVASS CODES

The ZIG-ZAG Walking Map is a very compact walk list that is effective for walking programs in suburban areas. This format is designed for limited canvass activities.

Oregon City,
Oregon

Canvass Codes and Voter ID-Number are printed in these areas.

PRECINCT	1	CITY	CNTY 03	* ZIG-ZAG WALKING MAP	*PAGE	26	--FROM VOTER CONTACT SERVICES--	PRECINCT	1	CITY	CNTY 03	
-----PREPARED FOR-THE ZIG-ZAG WALKING MAP CAN BE USED FOR SIMPLE CANVASS ACTIVITIES IN SUBURBAN AREAS -----												
S	LOGUS ST	OREGON CITY, OR 97045				AREA CODE	503	S	LOGUS ST			
ST SENATE	12	ST HOUSE	26	US CONGRESS	5	CITY	ORC JUDICIAL	2	MISC JURIS	C		
NUMBER	APT	NAME	AFL CODES	ID NUM	NUMBER	APT	NAME	AFL CODES	ID NUM			
					410		MILLER, MR JEFFERY R	I 1 2 3 NH	03001002			
					410		MILLER, JENNIFER E	I 1 2 3 NH	03000943			
					410		RANSLAM, LORRAINE E	I 1 2 3 NH	03001317			
411		CURWICK, LORI D	R 1 2 3 NH	03000574	410		RANSLAM, MR ROBERT E JR	R 1 2 3 NH	03001034			
411		CURWICK, MR MICHAEL J	D 1 2 3 NH	03000417								
411		CURWICK, RUTH E	D 1 2 3 NH	03001272	412		INGEBRETSEN, CARINDA H	R 1 2 3 NH	03000253			
					412		INGEBRETSEN, EVELYN B	R 1 2 3 NH	03001048			
417		DUBIA, MR KARL L	I 1 2 3 NH	03000886								
417		FARLEY, LISA A	I 1 2 3 NH	03001288								
427		RONDEAU, MR TIM R	I 1 2 3 NH	03000301								
427		TURCOTTE, LUEJEAN	R 1 2 3 NH	03000565								
427		TURCOTTE, MR THOMAS A	R 1 2 3 NH	03001062	432		KRAEMER, LAURA V	D 1 2 3 NH	03001429			
					432		LEMUS, MR FRANCISCO J	I 1 2 3 NH	03001068			
					432		STOCKWELL, MR GERALD W	D 1 2 3 NH	03001144			
					440		FREEK, MR WILBUR H	D 1 2 3 NH	03000906			
441		OLSON, WAVA	D 1 2 3 NH	03000799	440		NICHOLS, TRACI L	I 1 2 3 NH	03000076			
505		HARRIS, MR LEROY	I 1 2 3 NH	03000024	506		STEIN, MR KEVIN L	R 1 2 3 NH	03000854			
					506		STEIN, LEANN	I 1 2 3 NH	03000017			

P-W
L=W
4=A
VC

←----- Odd Side of Street -----> ←----- Even Side of Street ----->

ODD/EVEN Walk List -

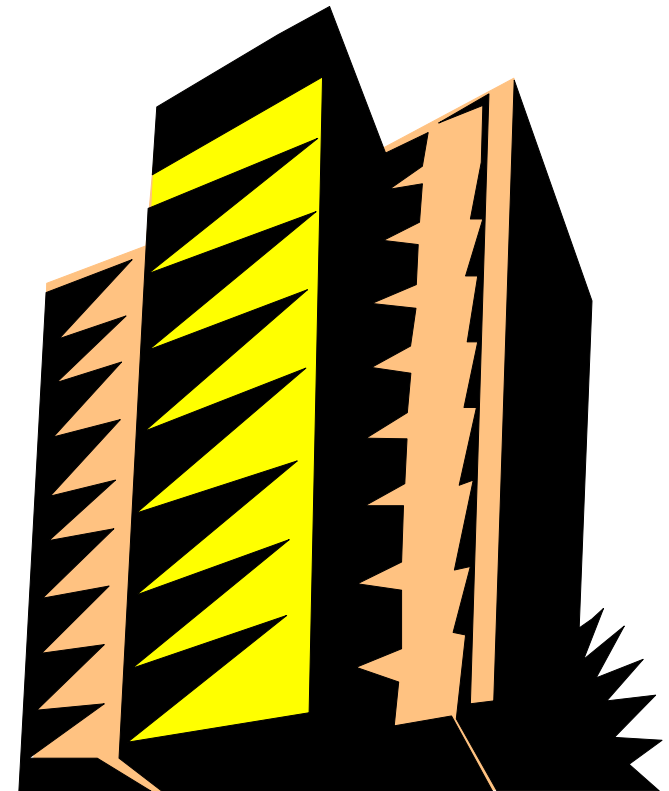
Recommended for Dense Urban Areas

There are several advantages that make the **ODD/EVEN Walk List** the preferred choice for a majority of walking canvass programs. Probably the length of canvass codes alone causes most Walk Coordinators to choose the ODD/EVEN format of Walk List over the ZIG-ZAG format. The ODD/EVEN format allows up to 40 spaces for canvass codes, which gives much greater flexibility and allows many more canvass questions to be recorded.

Frequently, it is very useful to have all the additional data elements printed for each voter. We have discussed phoning voters who respond to the canvass in certain ways, but with the ZIG-ZAG format there is not even enough room for phone number with canvass codes and voter ID-Number. The ODD/EVEN format solves these problems.

Another advantage of ODD/EVEN lists is that only one side of the street is listed on each page. In dense urban areas it is not practical to have walkers cross the street frequently and cover both sides. Crossing streets is great for cul de sacs, but not for walking Broadway on the Upper West Side. For this reason alone, most Walk Coordinators in these dense urban areas choose the ODD/EVEN format.

ODD/EVEN Walk Lists allow almost all available file data to be printed for each voter. The next page, **W3) ODD/EVEN WALK LIST WITH FULL DATA**, shows the most commonly used form of this list. In addition to the 40 positions of canvass codes and voter ID-Number, it is possible to print Party Affiliation, Phone Number, 8 Voter Flags, Age and Registration Date for each voter. Some formats of these lists can be printed with bar codes. Page **W4) ODD/EVEN SELECTIVE VOTER LIST** shows another alternative that some people prefer for an ODD/EVEN layout



W3) ODD/EVEN WALK LIST WITH FULL DATA

The ODD/EVEN Walking List is the most popular format of Walk List for complex canvass walking programs. It provides most of the data available for individual voters.

Chicago,
Illinois

Party Affiliation and Phone Number are printed in this area.

Canvass Codes are printed in this area.

Voter ID-Number, 8 Flags, Age and Registration Date (if available) are printed in this area.

PRECINCT 10001 CITY CNTY 105 * ODD SIDE OF STREET *PAGE 1 --FROM VOTER CONTACT SERVICES--PRECINCT 10001 CITY CNTY 105
W AUGUSTA BV CHICAGO, IL 60622 AREA CODE 312 W AUGUSTA BV

ST SENATE 05 ST HOUSE 009 US CONGRESS 04 WARD 01

NUMBER	APT	NAME	AFL	PHONE	HUGHES	ISSUES	VOLUNTEER	AFFIDAVIT	FLAGS	AGE	REG DATE
2419		PRONDZINSKI, PHYLLIS M		252-0671	FOR AGN UND NH	LIFE TAXS GUN	WALK \$ PH	00000329	2 1	63	
2419	1	PRONSINSKI, MR RANDY			FOR AGN UND NH	LIFE TAXS GUN	WALK \$ PH	00000346		31	
2423		SUAREZ, JESSICA			FOR AGN UND NH	LIFE TAXS GUN	WALK \$ PH	00000224		23	
2423	3F	CUCHI, MR JERALDO			FOR AGN UND NH	LIFE TAXS GUN	WALK \$ PH	00000223		29	
2423	3F	PAGAN, MR JOHNNY			FOR AGN UND NH	LIFE TAXS GUN	WALK \$ PH	00000221		27	
2425		SANBORN, MR PETER T	D	235-1241	FOR AGN UND NH	LIFE TAXS GUN	WALK \$ PH	00000043	3 DD 1	33	
2425		SANBORN, MR RICHARD D	D	235-1241	FOR AGN UND NH	LIFE TAXS GUN	WALK \$ PH	00000407	3 DD 1	61	
2427		NIEVES, MARTIZA			FOR AGN UND NH	LIFE TAXS GUN	WALK \$ PH	00000482		24	
2429		DEJESUS, MARTHA			FOR AGN UND NH	LIFE TAXS GUN	WALK \$ PH	00000169		66	
2429		GONZALEZ, MR GERMAN			FOR AGN UND NH	LIFE TAXS GUN	WALK \$ PH	00000217		58	
2429		RODRIGUEZ, MR JOSE A			FOR AGN UND NH	LIFE TAXS GUN	WALK \$ PH	00000052		22	
2429		TORRES, MR ANGEL L			FOR AGN UND NH	LIFE TAXS GUN	WALK \$ PH	00000480		24	
2429		VAZQUEZ, MR LUIS E			FOR AGN UND NH	LIFE TAXS GUN	WALK \$ PH	00000122		43	
2429	1	PEREZ, MR ERASTO		252-7386	FOR AGN UND NH	LIFE TAXS GUN	WALK \$ PH	00000197		54	

P-W
L=B
3=A
4=C
VT
VC

W4) ODD/EVEN SELECTIVE VOTER LIST

Las Vegas,
Nevada

The regular VCS Selective Voter List can also be prepared in an ODD/EVEN Walking List format. Not as much data can be printed as with the regular ODD/EVEN List format, but some users prefer the data arrangement.

Phone Number is printed to the left of the line.

Full street address is printed in the usual area.

Canvass codes and other data elements are printed in their usual position to the right of the page.

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PRECINCT      1  CITY AIR CNTY 03  * SELECTIVE VOTER LIST *PAGE      2  --FROM VOTER CONTACT SERVICES--PRECINCT      1  CITY AIR CNTY 03
-----PREPARED FOR-SELECTIVE VOTER LIST IN ODD/EVEN FORMAT
LAS VEGAS, NV 89123
ST SENATE CL1 ST HOUSE      22  US CONGRESS 01  COMMISSION LAS
PHONE NUM          NAME          ADDRESS
361-5013 CROOK, KATHLEEN A      7714 BRANDING IRON LN      FOR AGN UND NH  LIFE TAXS GUN WALK $ PH R      42      M091031
          CROOK, MR TERRY V      FOR AGN UND NH  LIFE TAXS GUN WALK $ PH R      39      M091032
361-5020 ROBERTSON, LUCY O      7750 BRANDING IRON LN      FOR AGN UND NH  LIFE TAXS GUN WALK $ PH D      65      F010559
          ROBERTSON, MR WILBUR C JR  FOR AGN UND NH  LIFE TAXS GUN WALK $ PH D      65      F010575
361-4595 BASURTO, JANET R      7768 BRANDING IRON LN      FOR AGN UND NH  LIFE TAXS GUN WALK $ PH D      40      AC02918
361-5064 OLSON, DONNA M          7786 BRANDING IRON LN      FOR AGN UND NH  LIFE TAXS GUN WALK $ PH R      47      K026001
          OLSON, MR GARY A          FOR AGN UND NH  LIFE TAXS GUN WALK $ PH D      46      L010890
361-6558 BRUST, MR CLARK E      7804 BRANDING IRON LN      FOR AGN UND NH  LIFE TAXS GUN WALK $ PH NP     25      XA43350
          BRUST, CYNTHIA J        FOR AGN UND NH  LIFE TAXS GUN WALK $ PH D      25      AE47135
361-6558 DUNSWORTH, MR DONALD D  7804 BRANDING IRON LN      FOR AGN UND NH  LIFE TAXS GUN WALK $ PH NP     52      AB39469
361-6235 LEGG, MR JIMMIE L      7822 BRANDING IRON LN      FOR AGN UND NH  LIFE TAXS GUN WALK $ PH NP     58      J048230
          LEGG, SUE E          FOR AGN UND NH  LIFE TAXS GUN WALK $ PH NP     53      J048232
    
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P-W
L=bl
3=A
4=C
VT
VC with
3=E
4=S
45=H
47=X

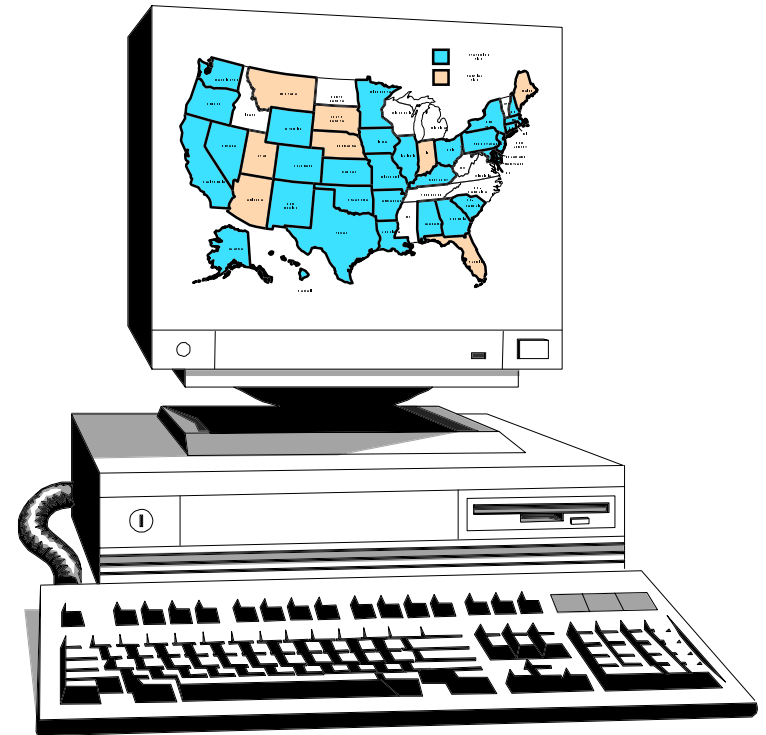
Target Walking for Maximum Effectiveness

Any important campaign activity will be more productive with a good plan. This provides a strategic guideline for what voters should be contacted and when. It will be changed as unexpected events occur during the course of the campaign, but it will remain the basis of planning and execution.

Walking activity, by its very nature, has to be executed based on specific geographic areas; but the sequence of which areas are walked when can be very important. Sometimes the entire district can be covered, but generally that is not feasible. Choosing the right areas to walk can make a big difference. Even within the areas it is not necessary to walk every precinct or all voters in the precinct. Clearly in primary campaigns it is better to focus on your own party. Sometimes it makes sense to cover only home owners, only proven past primary voters, etc. Targeting is used extensively in executing mail and phone programs, it should be used the same way in planning walking.

Accurate counts of various target groups are essential for a realistic walking plan. You need them to budget and to relate your plan to your strategic goal of getting at least 51% of the vote. VCS can provide the needed counts immediately, while you are developing your plan.

The exact information on a voter file varies a lot from place to place. VCS has developed its **National Political DataBase** in order to make it quick and easy to understand what is available on the voter file in your district. A set of Voter File Information reports gives a quick reference on what data is available for every voter file in the VCS system. The system can provide detailed counts on your various target groups. This information is immediately available 24 hours a day, seven days a week, on **VCSNET** and the VCS Web Site. Targeting is only possible to the extent various demographic information is available on the voter file, and VCS enhances its voter files as much as possible. Using these important tools can be a big help to making your campaign a big winner!



The First Place for Voter Files

<http://bbs.vcsnet.com>

BLOCK Walk List -

Recommended for Lower Density Areas

Walking programs can be targeted effectively for groups like "Senior Democrats" or "Unaffiliated with Phones". Many such groups can have an important role in an overall campaign plan. One problem that arises when targeting individual voters for a Walk program is that the number of selected voters on each street goes down. This is a problem that has to be managed effectively for the walk as a whole, and a different list format may help to make things more effective.

You may recall when we discussed ZIG-ZAG Walking Maps, that they are the most compact form of Walk List. They consist of the fewest pages in any area. When you are targeting voters based on demographic characteristics, you will get pretty much the same number of streets to walk, and therefore the same number of pages. Since fewer voters have been targeted the number of voters on each page will drop.

It is important to make it as easy as possible for the walkers to locate the targeted voters, and cutting the number of pages of list in half can be a big help. Some street crossing is usually necessary, so the Block Walk List format is the same as ODD/EVEN, but without the odd/even number split. If the canvass questions are limited, the Zig-Zag Walking Map can also be effective.

The next page, **W5) BLOCK WALKING LIST WITH FULL DATA**, shows the most commonly used form of this list. In addition to the 40 positions of canvass codes and voter ID-Number, it is possible to print Party Affiliation, Phone Number, 8 Voter Flags, Age and Registration Date for each voter. Page **W6) BLOCK FORMAT SELECTIVE VOTER LIST** shows another alternative that some people prefer for an Block layout.



W5) BLOCK WALKING LIST WITH FULL DATA

The Block Walking List is identical to the ODD/EVEN format, but both odd and even street numbers occur on each page.

Boston,
Massachusetts

Party Affiliation and Phone Number are printed in this area.

Canvass Codes are printed in this area.

Voter ID-Number, 8 Flags, Age and Registration Date (if available) are printed in this area.

PRECINCT 1001 CNTY 035 * BLOCK WALKING LIST *PAGE 4 --FROM VOTER CONTACT SERVICES--PRECINCT 1001 CNTY 035
 -----PREPARED FOR-AFTERNOON CANVASS OF SENIORS - - DEMOCRATS 65 AND OVER-----
 EVERETT ST BOSTON, MA 02128 AREA CODE 617
 ST SENATE 27 ST HOUSE 123 US CONGRESS 08 CTY COUNCIL 01 COUNTY WARREN 01 OLD COUNCIL ST EVERETT ST

NUMBER	APT	NAME	AFL	PHONE	HUGHES	ISSUES	VOLUNTEER	AFFIDAVIT	FLAGS	AGE	REG DATE
83	1	DENICOLA, MR MICHELE	D	567-6312	FOR AGN UND NH	LIFE TAXS GUN WALK \$ PH		35041241	F1 5B	74	
105	1	MUSTO, SHIRLEY M	D		FOR AGN UND NH	LIFE TAXS GUN WALK \$ PH		35121933	P5	67	
		MUSTO, MR VINCENT P	D		FOR AGN UND NH	LIFE TAXS GUN WALK \$ PH		35121934	H2	69	
137	1	DEPALMA, BERTHA	D	569-2293	FOR AGN UND NH	LIFE TAXS GUN WALK \$ PH		35041422	N4 5B	66	
		DEPALMA, MR CARMEN C	D		FOR AGN UND NH	LIFE TAXS GUN WALK \$ PH		35041423	N4 5B	69	
143	2	MAGLIO, ROSE	D	567-9194	FOR AGN UND NH	LIFE TAXS GUN WALK \$ PH		35102586	P5 5B	85	
155	2	BOTTO, THERESA	D		FOR AGN UND NH	LIFE TAXS GUN WALK \$ PH		35013547	F1	69	
155	3	BOTTO, MR WARREN R	D		FOR AGN UND NH	LIFE TAXS GUN WALK \$ PH		35013548	F1	69	
189	2	SCRENCI, ANTONETTA	D	567-3764	FOR AGN UND NH	LIFE TAXS GUN WALK \$ PH		35151328	P5 D	66	
		SCRENCI, MR DOMENIC A	D		FOR AGN UND NH	LIFE TAXS GUN WALK \$ PH		35151331	G1 D	68	
206	1	LAULETTA, KATHLEEN A	D	569-0795	FOR AGN UND NH	LIFE TAXS GUN WALK \$ PH		35094246	P5 5B	72	
		LAULETTA, MR VINCENT	D		FOR AGN UND NH	LIFE TAXS GUN WALK \$ PH		35094249	N4 5B	71	
221		PEPE, MR VINCENT	D		FOR AGN UND NH	LIFE TAXS GUN WALK \$ PH		35132797	F1	72	
221	1	PEPE, ELENA M	D		FOR AGN UND NH	LIFE TAXS GUN WALK \$ PH		35132781	P5	78	

P=W
L=K
3=A
4=C
VT
VC

W6) BLOCK FORMAT SELECTIVE VOTER LIST

The regular VCS Selective Voter List can also be prepared in an Block Walking List format. Not as much data can be printed as with the regular Block List format, but some users prefer the data arrangement.

Cincinnati ,
Ohio

Phone Number is printed to the left of the line.

Full street address is printed in the usual area.

Canvass codes and other data elements are printed in their usual position to the right of the page.

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PRECINCT 101 CITY 01 CNTY 31 * SELECTIVE VOTER LIST *PAGE 9 --FROM VOTER CONTACT SERVICES--PRECINCT 101 CITY 01 CNTY 31
-----PREPARED FOR-WALK LISTS FOR UNAFFILIATED VOTERS WITH PHONES - SEPTEMBER WEEKENDS-----
CIN CITY 1 - A CINCINNATI HAMILTON
CINCINNATI, OH 45228 AREA CODE 513
ST SENATE 07 ST HOUSE 37 US CONGRESS 02 WARD 01 SCHOOL 01
PHONE NUM NAME ADDRESS HUGHES ISSUES VOLUNTEER AEL AGE AFFIDAVIT
231-302 HELTON, TERRY L 5784 KELLOGG AVE FOR AGN UND NH LIFE TAXS GUN WALK $ PH 30 01130134
232-6942 WILLIAMS, MR JOHN D 5809 KELLOGG AVE FOR AGN UND NH LIFE TAXS GUN WALK $ PH 34 01115193
WILLIAMS, MARJI L FOR AGN UND NH LIFE TAXS GUN WALK $ PH 33 01052652
489-4045 CAMERUCCI, MR TYLER J 5814 KELLOGG AVE FOR AGN UND NH LIFE TAXS GUN WALK $ PH 30 01080778
232-6969 WEBER, MR DENNIS J 5817 KELLOGG AVE FOR AGN UND NH LIFE TAXS GUN WALK $ PH 47 00769621
232-1366 WETMORE, JANE E 5900 KELLOGG AVE FOR AGN UND NH LIFE TAXS GUN WALK $ PH 38 00583658
231-4034 POTTER, MR JAMES G 5905 KELLOGG AVE FOR AGN UND NH LIFE TAXS GUN WALK $ PH 26 01130148
232-5758 BERTKE, MR BERNARD J 5912 KELLOGG AVE FOR AGN UND NH LIFE TAXS GUN WALK $ PH 49 00211551
624-0135 ROBINSON, NANCY R 5920 KELLOGG AVE, 4 FOR AGN UND NH LIFE TAXS GUN WALK $ PH 34 01090856
232-1859 CLIFF, MR DAVID L 5923 KELLOGG AVE FOR AGN UND NH LIFE TAXS GUN WALK $ PH 42 01092878
232-1859 SCOTT, MR CHARLES D 5923 KELLOGG AVE FOR AGN UND NH LIFE TAXS GUN WALK $ PH 38 01052655
SCOTT, SANDRA L FOR AGN UND NH LIFE TAXS GUN WALK $ PH 33 00854551
232-5411 THOMAS, MR WILLIAM D 5935 KELLOGG AVE FOR AGN UND NH LIFE TAXS GUN WALK $ PH 35 01047530
    
```

P-W
L=bl
3=A
4=C
VT
VC with
4=S
45=H
47=X

Let Your Cards Do The Walkin'

Many campaigns prefer to execute their walking programs using 3x5 cards, rather than voter lists. For very large walking programs the physical bulk of the cards may present a problem; but in small to medium programs there are many, many advantages.

The biggest advantage of cards is how easy it is to split them up into batches for other uses after the walking is complete. This is particularly true if canvass results are not going to be added back to the computer file. All "favorables" can be sorted into one group for specific kinds of follow-up activities, while "not home's" can be targeted for a "sorry we missed you" mail piece, or for attention on future walks.

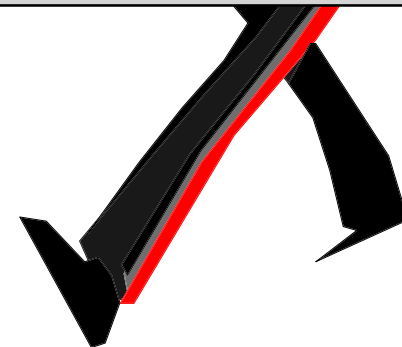
There is also a lot of room on the card for canvass codes and for notes. You can have as many as eight full lines of codes per card, with up to 49 positions for codes on each line. Using all eight lines, though, will leave little room for handwritten notes.

You can save some of the cards for future campaigns or transfer coding and notes from key cards into a new batch next time. Many campaigns use a small punch to make a hole in the lower corner of each card. A keychain is then placed through a batch of cards and they are taken out to walk. When they come back it is easy to remove the keychain and return that batch to the master card file.

The next page, **W7) 3x5 CARD FOR WALKING**, shows the most commonly used form of this list. In addition to the 4 lines of canvass codes shown, it is possible to print Party Affiliation, Phone Number, 8 Voter Flags, Gender, Age and Registration Date for each voter. A number of other formats of 3x5 cards are also available, including bar coded formats and 5x8 cards..



CARR	6710 ARON RD
A HELEN D	1W T F 08/05/39 03/07/73
R MR JOHN L II	W T M 07/25/70 11/17/88
LOUISVILLE, KY 40258	JEFFERSON
PHONE NUMBER 502 935-8498	PRECINCT -A105



W7) 3x5 CARD FOR WALKING

Louisville,
Kentucky

3x5 Cards can be printed in geographic sequence and carried on a walk for easy reference. There is a lot of room for codes and notes, and they can be hand sorted for easy use in follow up programs.

Last name and address on the top of the card.

A separate line is printed for each individual in the household, with political party to the left of first name.

Phone number and precinct.

Up to 8 lines of codes, with as many as 49 characters on each line --- lots of room for response coding.

Voter flags, gender, birth and registration dates are to the right of the first name.

City, state, zip and County Name.

Plenty of space for notes.

P-W
L-C
VC

Because of the Right Walk List . . .

A good walking program can make the difference between a winning and a losing effort. When the campaign is over, the amount of money spent for walk lists will be a very small portion of the entire campaign budget.



Smith Wins Big!

Experts Credit

grass roots

At VCS we don't just sell simple lists, we'll help you get the right ingredients for a winning Walk Program! Get the Right Lists and win!