

THE SHOWALTER GROUP, INC.
ROOTS OF SUCCESS
The Resource for Grassroots and PAC Productivity
www.showaltergroup.com

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Issue 3

*Welcome to the **Roots of Success** newsletter.
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Amy Showalter
Grassroots and PAC
Productivity Expert

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**Tips
Booklet!**



"Beyond Fundraisers and Fly-Ins How to Keep in Touch With Your Legislators All Year."

View a sample at
www.showaltergroup.com

Recognizing Your Stars

In the spirit of grassroots and PAC member recognition, as well as my small way to help the economy by promoting retail engagement, I am starting a new column featuring items that may be useful as you recognize your volunteer advocacy and PAC luminaries. Read the whole article on page 3.

Personal, Persuasive Communications Reinvigorates Corporate Grassroots Program

"Since we were starting our grassroots program from square one, we knew that a solid plan of attack was required if we were going to be successful. Amy's direct consultation was precisely what we needed to target and prioritize action items that are essential to starting a grassroots program. That is what is so great about Amy! Whatever the status of your grassroots program, she meets you where you're at and gives you the tools and direction to build the kind of grassroots results that will enhance your ability to shape and influence public policy.

Research-Based
Benchmarking
Tool/Workshop

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**The Showalter
Group's
Fortune "Power
25"
Grassroots
Benchmarking
Inventory**

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Ligon to
www.showaltergroup.com

One of the projects we collaborated on was a persuasive grassroots presentation to hundreds of our franchisees. One franchisee after another came up to me and said it was the best and most interesting presentation of the whole two-day event. They admitted that they used to delete my emails when they received them, but after my presentation, they want to get on board with grassroots advocacy. The President of our company even thought it was great. After conducting just three of these meetings, our action call participation rate jumped from 7-8% to over 22%."

— Andrew Weikert, Government Affairs Liaison, at Auntie Anne's, Inc.

**Innovate to Motivate — The National Conference for
Political Involvement Professionals**

Will be held February 15-18, 2005 at the Wyndham Casa Marina Resort in
Key West, Florida

Check it out at www.innovatetomotivate.com

Subscriber Information

This free newsletter is designed to provide beneficial information for those involved in leading grassroots and PAC change. The email list was not purchased. The list is made up of people visiting/registering at our web site and asking for more information, personal contacts, and our speaking audience members. We will not willfully disclose your email address to any outside party without your consent.

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Get Your Career In Gear—Amy's New Coaching Packages are Here!

With her motivating mix of candor, encouragement and humor, Amy is offering new coaching packages in specific disciplines.

You can take advice from someone who knows a little about where you are trying to go, or you can learn from someone who has been successful in the pursuits you are following. Amy knows what it takes to make you and your grassroots and/or PAC program a motivating, momentous force in and outside your organization. Amy won't just give you information, but *insight and application* to take your skills to the next level.

"Amy brings an enthusiasm and knowledge of the process that is unique and timely. Her years of practical hands-on experience really shows, and most importantly, motivates."

— John Willey, Anthem Blue Cross Blue Shield, Inc.

This highly personalized coaching is different than networking at a conference. You just can't bare your soul in a conference packed with your peers. Coaching promotes accelerated development because while you set your own goals, you are accountable to Amy. She will keep you on track to reach your goals faster!

For all coaching packages described below, you receive:

- Customized assessment of your *strengths* and opportunities for improvement;
- 360° feedback mechanisms if desired;
- Goals formulation and timeline;
- Mandatory bi-monthly conference calls to learn new techniques and tips to apply in your daily work;
- Mandatory weekly check-ins with Amy to ascertain progress toward your goals;
- Unlimited email access to Amy (All coaching clients receive a response within 24 hours, unless Amy's travel interrupts email access. Coaching clients are notified in advance of travel schedules that may preclude email response within 24 hours);
- *Confidential* help and support toward your goals.

I credit you, in part, with helping me to be prepared for my new responsibilities. The trainings I have participated in with you, the resources on your web site and just generally being able to observe how you carry yourself in your role, have all influenced me greatly over the past several years. So thank you, and keep up the outstanding work!"

— Maureen Cassidy
Vice President, Advocacy
American Heart Association, Greater Midwest Affiliate

Call or email Amy 513.762.7668 / amy@showaltergroup.com to discuss your coaching goals.

May the Best Looking Man Win - The Science Behind Looks And The Presidency

Research has shown that we automatically associate good-looking individuals with such favorable traits as talent, kindness, honesty, and intelligence (Eagley, Ashmore, Makhijana, and Longo, 1991). More disturbingly, we unfortunately make these judgments without being aware of it.

A study of Canadian federal elections found that attractive candidates receive more than double the votes as unattractive candidates (Efran and Patterson, 1976). Despite such evidence of favoritism for handsome politicians, follow-up research showed that voters did not realize their bias. Seventy-three percent of them denied that their votes had been influenced by physical appearance! Voters can deny it all they want, but the evidence continues to confirm it is a troubling presence (Budeshein and DePalla, 1994). If you want to feel even worse about our primal tendencies, it does not stop there, it effects hiring decisions and the judicial process as well.

So, what do the psychologists say about Bush versus Kerry in the looks department? Kathleen McGowan gave a synopsis in a recent *Psychology Today* article. Her findings?

Height Makes Might

According to management professor Timothy Judge of the University of Florida in Gainesville, the connection between height and success is a self-fulfilling prophecy. We view taller people as more competent and authoritative. Therefore, they sometimes develop a high self-esteem that leads to a job that brings a better paycheck or more authority. Kerry gets the edge in this area, being 6' 4" while Bush stands at 5' 11".

Warm Authority

Colgate University psychologist Caroline Keating says we like leaders to have an authoritative face and also a young, warm appearance. "Bush's round chin makes him look boyish and genuine, emphasizing his nice-guy image. Nonetheless, his small eyes and bushy brows signal dominance. Kerry's heavy brows, prominent chin and thin lips signify dominance in status. His hair is an odd contrast." Keating guesses that with Kerry, "People don't know quite what to make of his face."

Bush may have the edge, as the "exposure effect" states that we render as face seen more often as more appealing (Bornstein, Leone, and Galley, 1987). These psychological measures gives Bush the edge, but keep in mind that they are not foolproof. Bill Bradley, a 6 foot 5 only child with a sweet face, lost the Democratic nomination in 2000.

Recognizing Your Stars—Things I Love

Clothing with the "Vote" message is quite the rage now. While I have been quoted in the *Baltimore Sun* and other publications stating that, "It's fashion, not activism," I admit that it never hurts to urge others to vote using all mediums possible.

My favorite site with t-shirts that you can customize for your members/employees is: www.votingisforpeople.com.



Here you can design a shirt that reads: "Voting is for _____ people." Fill in the blank with your company, association or issue campaign name. If you are so moved, insert an adjective to describe yourself such as "fabulous," "beautiful," or "cool" and wear it with pride.

New to Grassroots? Answers to Your Most Common Questions

It is time to go back to school with The Showalter Group!

Some of the most frequently requested articles from our web site are those on how to manage a grassroots network when you are new to grassroots.

We have heard your pleas, and will be offering a new TeleClass entitled, "**New to Grassroots? Answers to Your Most Common Questions**" on **Thursday, October 7 at 12:00 p.m. EDT.**

"Our consultation was so worthwhile! I learned more about grassroots from you in one day than I have all the years on my job."

*-- Kate Rooney, Vice President
Retail Association of Massachusetts (formerly)*

Continued on page 6

The Science Behind Successful Voter Registration and Get Out the Vote Drives – What Works, What Doesn't, and Why

Virtually every organization with any stake in the election is conducting a voter registration and/or Get Out the Vote (GOTV) effort. However, do our well-intended efforts produce the results we want? We can have great intentions, but if our prospects aren't registering to vote, or are registered but not voting, or aren't voting for the candidates that support our organizations' interests, it just doesn't matter. Changed behavior is the ultimate result.

I agree with what Lee Culpepper, Senior Vice President of Government Affairs at the National Restaurant Association, told the *Washington Post*: "Everyone likes to say that they have a voter registration program, but you aren't necessarily moving the needle."

It's important not only for your desired election results, but also for your internal organizational respect and support to develop and maintain a strategic, results-oriented voter registration and GOTV drive. Without it, we risk the skepticism of our co-workers and even PAC and grassroots network members who may believe that it's just another "flavor of the month" program, rather than one that delivers benefits to our organization.

So, what must we do to implement a consequential voter registration and GOTV drive? Campaign professionals can tell stories about GOTV tactics used by their candidate that helped them win an upset election. However, these anecdotes do not allow us to isolate the influence of any particular tactic. A healthy skepticism should cause us to ask whether the direct mail piece, web site, etc., really caused the increase in voter turnout or might something else in the campaign have caused the turnout?

Large nonpartisan voter registration drives voice unsubstantiated claims as well. Press releases announce that thousands of people were registered as a part of this or that campaign. As Donald Green and Alan Gerber state in their must-read book, *Get Out the Vote*:

"As exciting as it may be to register large numbers of people, registration is not the same as voting. Second, the people who were registered as part of a big drive might have registered anyway on their own. Nonpartisan voter registration campaigns sometimes register large numbers of people and yet fail to raise either the registration rate or the voting rate. . . Even fancy statistical analysis of survey data or historical voting patterns cannot overcome the basic principle that correlation is not causation."

Gerber and Green's book is a rigorous, *research-based* approach to validating various voter registration and GOTV drives. I'm surprised that it's not required reading for association and corporate government affairs staff. I suspect that it's because their research *refutes* many of the common and popular voter registration and GOTV tactics.

This mentality reminds me of the wise words of best-selling author and Fast Company columnist, Seth Godin:

Amyism #46

"Organizations (and politicians) tend to believe that science is optional. It's not. If you run ads and they don't work, it doesn't matter how you spin it; they didn't work. We may have all sorts of business and theological reasons to challenge a piece of science, but denying the reality of a tested universe never leads to a positive outcome."

--Seth Godin

Gerber and Green conducted their experiments over several years in federal midterm elections, state and municipal elections, the 2000 Presidential election, and various nonpartisan voter mobilization efforts.

Over 29 findings were ranked on a three-star system. A tactic that received a three star rating was deemed most effective, meaning that the finding was implemented with a large number of voters and implemented by different groups in a variety of settings.

Their findings can help us develop realistic expectations about our campaigns. They cite the most effective tactics, and also the cost-effectiveness of the tactics. The authors claim that no matter how many "robo" calls, mailers, or conversations on voters' doorsteps, the most votes that any of us can realistically expect to generate is *around 200*.

Personal Contact Rules

Door-to-door canvassing is a much better tactic of getting out the vote than Internet messaging. Knocking on doors drove voter turnout up by 8 to 10 percent, while leaflets, direct mail and email yielded increases of less than 1 percent. In fact, they found that one additional vote is produced for every fourteen people who are contacted by volunteer canvassers.

Practical Application Tip: What are you doing to increase the *personal* contact with those you want to get to the polls? In an organizational setting, you can set up voter registration booths with real people there to answer questions. You can also appoint GOTV or voter registration "captains" who can wear a lapel pin or promotional t-shirt to publicize your effort and encourage conversation and follow-up activity.

Research from a BIPAC post-election survey showed that in a recent Ohio election, over 50% of the voters who were personally contacted by a labor union representative voted.

Further, the demonstrated effects of door-to-door canvassing suggest that other face-to-face tactics may stimulate better turnout.

Practical Application Tip: When candidates visit your facility, encourage face-to-face interaction between candidates and your members/employees. Make sure that your "captains" help facilitate personal contact with the candidate. Ask them to serve as hosts to introduce employees and association members to the candidate.

Ask for Their Commitment

Commitment coincides with the influence principal of *consistency*. Humans have a natural drive to be consistent with prior statements and commitments, particularly if those statements and commitments are made in public. Gerber and Green found that the message does not matter as much as asking citizens whether they can be counted on to vote and providing them with the location of their polling place. They claim that they have not isolated these factors with great precision, but "they seem to be worth incorporating into most canvassing campaigns." Asking someone whether he or she can be counted on to vote doesn't cost anything.

Practical Application Tip: Engage the consistency principle by asking potential voters if they will vote on election day. Allow them to respond to fully engage the consistency principle.

Additional Findings of Interest

Nonpartisan e-mail has negligible effects. Is this heresy in today's world of hyper-abundant email mobilization efforts? No, it's scientifically proven. Although thousands of e-mail recipients followed links to sites where they could register online, registration rates for the treatment and control groups were almost identical. This means that even without the e-mail campaign, those who registered online would have registered anyway.

Practical Application Tip: The evidence regarding personal contact can enhance electronic GOTV tactics. E-mails sent from personal friends, or someone who is similar to the intended audience may increase turnout. Gerber and Green believe these "super-treatments" of the basic findings represent a new frontier in GOTV research.

Frequent voters are most responsive to GOTV requests. This is a critical finding for organizations with ballot issues and elections in non-Presidential election years.

Practical Application Tip: Target frequent voters for your off-year ballot or special elections. The content of the nonpartisan message does not matter so long as it is not outlandish. However, telling people that "one vote can make a difference" when the election is anticipated to be a

blowout was completely ineffective. What did help spur turnout was information on the location of polling places and poll hours.

Practical Application Tip: I'll admit that with no scientific evidence whatsoever, I've been an ardent opponent of over-used patriotic clichés. This is an example of how they can backfire. Don't insult your audience by asserting that their one vote in a landslide will magically count for 5,000 votes.

Assess Behavioral Change

A trade association or corporation's final arbiter of a successful voter registration effort is voter behavior. Do you know if your employees or members are even considering a candidate's position on your issues when they enter the voting booth?

When I led the Nationwide Insurance Civic Action Program, we compared the voting behavior of the employees who enrolled in our grassroots program vs. the employees who were not CAP members. It was gratifying to learn that 69% of the CAP members took into consideration a candidate's position on insurance issues in the voting booth. Even 50% of the non-members examined a candidate's insurance views before they voted! I suspect most organizations would covet half of their employees being so informed.

Why did they think about issues that impacted their job before voting? Because we had in place a consistent grassroots communications and "social capitol" structure. Discussion of civic and legislative issues was encouraged and vigorously facilitated. I consider this one of the most valuable benefits of an internal grassroots program. When our grassroots communications are affecting voting behavior, we are truly making a difference.

Interested in making your next voter registration and GOTV a valuable, strategic initiative? Check out Gerber and Green's book: <http://www.amazon.com/exec/obidos/tg/detail/-/0815732694/103-3062666-7243812?v=glance>

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TeleClass continued

Although many of us attend (as we should) conferences and professional development opportunities to improve our grassroots program, we can still be jolted by the unexpected developments of daily grassroots management. Reduce your learning curve -- don't wait for the unexpected. Amy will give you over 55 tips and tactics to accelerate your results!

Under Amy's tenure, the Nationwide Civic Action Program was ranked as one of the top two corporate grassroots programs in the country. (Ed Grefe and Martin Linsky, *The New Corporate Activism*) This is your opportunity to learn from someone who has actually led and managed a highly esteemed grassroots program. She is hired by Fortune 500 companies and national and state trade associations to help invigorate their grassroots and PAC programs.

In this TeleClass, you will learn:

- The six most prominent expectations that your senior management and/or board has of your grassroots program and how to manage them;
- How to meet the expectations of your grassroots network members;
- The rules for effective Action Alerts (and why there is no magic number of the "maximum allowable" number of alerts);
- The basic ingredients of persuasive grassroots newsletters, web site, and issue updates;
- Over 15 realities of grassroots leadership your mother (and your boss) never told you;
- Amy's Core Action Values for superior grassroots leadership.

This TeleClass will incorporate research results on the above topics, and of course, Amy's real-world stories about what works and what doesn't.

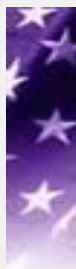
NEW! In addition to the interactive Q & A during the TeleClass, Amy is now offering all TeleClass registrants a confidential email consultation of one question before and after the TeleClass to be sure you get your questions answered.

TO REGISTER: Log onto <http://www.showaltergroup.com/products/tcnotice.php>

About The Showalter Group, Inc.

The Showalter Group works with associations and corporations that want to increase their grassroots and PAC productivity. We provide highly customized solutions via grassroots consultation, public affairs staff and volunteer training, coaching for public affairs staff, keynote presentations, and grassroots project management.

To book Amy Showalter to speak at your next meeting, or to inquire about our grassroots or PAC consulting services or other products, contact us at:



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