

From Wall Street Journal article on Trump Get Out the Vote effort:

“The party says its get-out-the-vote effort, dubbed “Trump Force 47,” is driven by a dedicated army of volunteers. It has been shrouded in secrecy since it launched earlier this year, raising questions in political circles about the ground-game strategy to support Republican presidential nominee Donald Trump. Behind the scenes, campaign strategists have been revamping what they viewed as an inefficient, bloated and antiquated Republican ground-game model. “

“They argued that trying to play catch up with the Democratic canvassing machine, which has long had vast resources and is deeply rooted in states across the country, was a losing game. Now the GOP is focused on efficiency, not the size of the operation.”

“The practical reality is the program devolved to mostly paid staff grinding out door knocking and phones, and it was all about volume, volume, volume, driving as much volume as possible,” said James Blair, a top strategist for the Trump campaign. “There’s not good evidence that all voter contacts are created equal.”

“After the Trump campaign’s takeover of the RNC earlier this year, strategists decided to revamp the model by diving deep into its voter contact base to determine specific targets. Officials found that in the last election cycle, the RNC made 79 million attempted voter contacts across the seven battleground states with an office expenditure of about \$150 million. But in reality, only three million of those voters were reached in some form. That, they concluded, was wasteful and ineffective.”

“Blair said the focus has shifted to giving priority to voter contacts over contact attempts, stressing that higher levels of engagement will be the key to victory this fall.”

'Inside Trump's Hidden Ground Game'
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