

STRATEGY: HOW WE WIN

Numbers to Know

Expected Voter Turnout: 5,883,981 voters (65.29% of all registered voters)

Vote Goal: 3,037,001 votes (51.61%)

When plotting our path to victory we began by predicting the expected turnout for 2022 and used that number to determine our vote goal. We came to 5,883,981 by averaging turnout from 2016, 2018, and 2020 and assigning different weights to each year. 2018 was weighed the heaviest because it is the only midterm election that has occurred post-Trump, making it the election that is most similar to 2022. After we calculated this number we deduced that we would need 51.61% of the vote to win or 3,037,001 votes. We calculated this number based on the average democratic performance in each county.

We then placed each of Pennsylvania's 67 counties into 1 of 5 tiers. Tier 1 means they are among the strongest democratic voters in our base and tier 5 being counties with the lowest democratic turnout.

Tier 1	Tier 2	Tier 3	Tier 4	Tier 5		
Allegheny	Bucks	Beaver	Adams	Armstrong	Franklin	Potter
Philadelphia	Centre	Berks	Butler	Bedford	Fulton	Snyder
	Chester	Cumberland	Cambria	Blair	Greene	Somerset
	Dauphin	Fayette	Crawford	Bradford	Huntingdon	Sullivan
	Delaware	Lancaster	Indiana	Cameron	Jefferson	Susquehanna
	Erie	Lawrence	Lebanon	Carbon	Juniata	Tioga
	Lackawanna	Luzerne	Lycoming	Clarion	McKean	Union
	Lehigh	Washington	Mercer	Clearfield	Mifflin	Venango
	Monroe		Schuylkill	Clinton	Montour	Warren
	Montgomery		Westmoreland	Columbia	Northumberland	Wayne
	Northampton		York	Elk	Perry	Wyoming
				Forest	Pike	

From these calculations, we made many choices about how to win this race. The location of our 8 field offices, what media markets we will spend money in, and our field strategy were all decided based on this categorization.

We know that in order to win we must **drive up turnout** in the green and blue areas, especially Philadelphia. The city is a huge democratic stronghold with typically a low turnout rate. Increasing this turnout rate could prove to be very valuable for the Fetterman team. We plan to **visit all 67 counties** within the state on our summer bus tour, keeping with our **theme of community strength**. We will not ignore red counties, but rather visit them all at least once. We believe that because Fetterman is an unconventional candidate - his style, his honesty, the fact that he is a gun owner and weed advocate - he might appeal to a certain sector of the conservative base. Visiting these counties will be our chance to hopefully add some of those voters to our coalition.

Our voter contact plan is broken down into 3 categories. From the time of our announcement to the end of April we will focus on voter identification and volunteer recruitment. From May to the end of August we will work on voter persuasion. Finally, September through election day will be spent getting out the vote.

We realize that Fetterman, although Lieutenant Governor, is still relatively unknown throughout the state, especially in Philadelphia and eastern counties. We plan to meet with community leaders, small businesses, and more in order to get to know them and **earn their trust**. We will continuously refer back to Fetterman's **track record as Mayor of Braddock** and discuss the policy initiatives that he fights for. Using this strategy we have planned out a **rigorous calendar** that will take John all over the state changing minds and winning votes.