



## The Science of Turnout

Turning people out to a meeting or an event is not magic; it takes diligent and systematic work. The Science of Turnout gives a general overview of how to calculate the actual number of people that will end up participating in an event. The ratios presented are **general and can vary greatly** based on the quality of the turnout effort at each stage.

### Stage in the Turnout Effort

### Factors that can increase effectiveness

**100 Leads** – Interested people generated from door-knocking or other outreach effort



- The quality of the initial contact

**75 Contacts** – People who have been reached and are either Commits, Maybes, or No's



- Going through the list multiple times (calling, door-knocking, etc)
- Multiple people involved in the outreach, such as a phone-bank

**50 Commits** – People who you believe will turn out



- Importance and Urgency of the issue
- Effectiveness of the message
- Effectiveness of the dialogue with the Contact – the skill of the organizer

**35 Participants** – People who actually show up to the event

- Getting REAL Commits that you believe
- Repeated follow-up prior to the event
- Removing barriers to people's participation (childcare, transportation, translation, etc.)