

Idaho Prosperity Project

Mission: To change the balance of power in Idaho politics to favor a stable, constructive majority.

Strategy: Target precincts and districts, gather data, define issues, and recruit talent. Then train & equip candidates and campaigns to win.

Phase 1: Organization and Planning (July)

Core Group: In this start up phase, we will recruit a very small and trusted team of key organizers in Bonneville and Madison counties. Discretion will be at a premium. The core group will select precincts and districts to target, and will develop the list of issues or questions paid walkers will use for the first round of data gathering. Data service subscription and tablets needed for the neighborhood walkers will be secured during this phase, along with any other tools deemed to be essential.

Phase 2: Initial Deployment (August - September)

Walkers: Teams of neighborhood walkers will be recruited, trained, and deployed during this phase. They will be given an innocuous description of the project that is safe for them to share, if asked. They will be able to input data, but will not have access to stored data, other than what is provided in support of each assignment. Schedules and walking routes will be assigned by organizers in the Core Group.

Core Group: In addition to managing the walkers, during this phase the Core Group will begin the process of recruiting candidates to run in the targeted precincts and districts, and begin recruiting people trusted to help with those campaigns.

Phase 3: Training and Refining (October – January)

Core Group: Based on feedback from initial data harvest, the Core Group will hone in on the data (issues, concerns, demographics, geography) that presents greatest opportunity for the mission, and then adjust Walker scripts and assignments accordingly. The Core Group should begin articulating the outline of common campaign themes all “good” candidates can use to their advantage. Also informed by Phase 2, the Core Group will conduct training for potential candidates on basic elements of campaigns.

Walkers: On an ongoing basis, Walkers will be deployed to expand our data coverage and help measure for variations. Possibly deployed one weeknight and one Saturday per week, as determined by the Core Group.

Phase 4: Campaigns (February – May Primary)

Core Group: While not managing campaigns or directly electioneering, the Core Group will make available to candidates key data and contact lists developed by way of this project. Candidates will be able to request referrals from the Core Group for volunteers and service providers needed for their campaigns. The Core Group will share with potential donors the merits of candidates and their campaigns.

Walkers: Canvassing may continue during the primary campaign, as directed by the Core Group, to monitor for indications of opportunity or trouble.

Phase 5: Reorganization (May Primary – June Convention)

Core Group: Vital to shepherd winning precinct officers and other key allies through the county, legislative district, and region reorganization meetings. Not only will the reorganization meetings reset leadership in each of those areas of responsibility, they also determine the delegates to the state convention, regional representation on the state executive committee, and vote for the balance of state party officers at the

convention. The Core Group will need to actively engage with them every step along this process and help set them up for success going forward.

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Resources & Estimated Costs

Project Management: Retain consulting firm to coordinate and lead core group, manage walkers, secure technical tools, develop and conduct training.

Costs: \$7500/monthly retainer for 12 months (July 2015 through June 2016), paid quarterly in advance.

Walkers: To be recruited by project management, likely from BYU-I students and recent graduates.

Costs: \$1600/deployment -- 10 walkers (5 in Madison, 5 in Bonneville) at \$10/hour, deployed 2 hours on a weeknight and 2 hours on Saturday, for four weeks at a time in August/September, again in October/November, and March/April.

Tools: Data service subscription with “walking” apps, mini tablets for data entry and route tracking.

Costs: \$3000 (\$250/month) for i-360 data service and walking apps, \$3000 (\$300/tablet) for 10 Samsung Galaxy 7” tablets (plus cellular data plan).

Estimated Project Total - \$100,800