Ecanvasser Report

STATS

- Voters loaded: 12249
- Nonlibertarians: 2163
- Voter location: spread across the state with clusters loaded in Keenesburg, Castle Rock, and Mesa County
- Volunteers:
    - Signups: 7 including me and David Aitken
    - Knocked doors: 3 officially but some shared the app in the field
    - They used the app almost entirely in Keenesburg
- Doors knocked: 301, roughly 150 answered
- No one signed up for the email list, but we didn't really try to get email addresses as much as we could have.
- Cost: $600

LESSONS LEARNED

The campaign ad we did for Brian really didn't translate into a surge of volunteers to knock doors like we had hoped. There was no statewide usage of the app at all. However, Aron was by the far the biggest user and it worked really well for him. He knocked almost every door in Keenesburg and vote totals suggest that he had an extremely high conversion rate. If we can target races with a few hundred houses and a motivate candidate, we can knock every door and win the race.

However, the app needs more active management than I was able to provide. If we are to use it in the future, it would be good to get someone who can dedicate at least 5 hours/week to just administering the app and hounding volunteers. I think $600 to win a mayoral race is definitely worth the cost. We just need to solve the problem of getting more volunteers and focus locally.

I think this app could still be useful statewide for something like signature gathering for a ballot initiative, but serious thought needs to go into how to motivate people to knock doors/hold tables at places like grocery stores.

The tabling aspect is something that was very under-utilized in the app. Aron only used the Walk app which lets you target people already in the database, but there is another app we get with the subscription called Go that is built for events where you are meeting new people and getting contact information.

Overall, any motivated candidate with a small electorate can get serious value out of this application.

Database Manager Report for November, 2022

We pay $90 per month to the LNC for 3 hours of priority support per month for the CRM.
Our **October** Amazon bill for CRM email services was **$4.58** for about **50,000** emails. This cost is recorded as an In-Kind donation by the Database Manager.
Our credit with MailChimp for email services has expired and we are no longer maintaining that account. Our free data storage with Amazon will terminate at the end of 2023.

Respectfully Submitted,

David Aitken
Database Manager
Libertarian Party of Colorado

Database Manager Time

Date	Start Time	Stop Time	Time	Description
10/8/2022	8:10 AM	8:35 AM	0:25	board reports
10/9/2022	2:55 PM	3:40 PM	0:45	board reports
10/9/2022	7:55 PM	8:40 PM	0:45	backup
10/10/2022	9:00 AM	9:20 AM	0:20	SOS forum email
10/10/2022	4:30 PM	4:50 PM	0:20	candidate status w/Jacob
10/10/2022	6:30 PM	8:00 PM	1:30	board meeting
10/11/2022	3:35 PM	4:10 PM	0:35	convention setup
10/14/2022	10:00 AM	10:25 AM	0:25	monthly email setup
10/15/2022	6:35 PM	6:50 PM	0:15	send monthly email
10/16/2022	8:25 PM	9:15 PM	0:50	backup
10/19/2022	1:25 PM	1:50 PM	0:25	cah volunteer email
10/19/2022	6:00 PM	6:15 PM	0:15	cah volunteer email
10/20/2022	9:10 AM	9:25 AM	0:15	email functions
10/23/2022	2:10 PM	2:30 PM	0:20	new signups
10/23/2022	8:00 PM	8:50 PM	0:50	backup
10/24/2022	8:05 AM	8:20 AM	0:15	signups
10/29/2022	3:40 PM	4:15 PM	0:35	block editor review
10/30/2022	8:15 PM	9:15 PM	1:00	backup
10/31/2022	8:20 AM	9:05 AM	0:45	email prep, bylaws
10/31/2022	10:10 AM	10:15 AM	0:05	update leadership page
10/31/2022	10:15 AM	10:30 AM	0:15	send monthly email
11/4/2022	4:20 PM	4:40 PM	0:20	post election night event, signups
11/4/2022	7:20 PM	7:35 PM	0:15	email for ross klopf
11/5/2022	8:20 AM	8:40 AM	0:20	board reports
11/6/2022	3:30 PM	3:50 PM	0:20	site visit tools
11/6/2022	7:55 PM	8:45 PM	0:50	backup
11/7/2022	2:15 PM	2:35 PM	0:20	aws
11/8/2022	9:55 AM	10:05 AM	0:10	sos data questions from Hannah
11/8/2022	1:15 PM	1:25 PM	0:10	talk w/hannah about sos file
11/9/2022	7:00 PM	7:15 PM	0:15	board minutes
11/9/2022	7:30 PM	8:45 PM	1:15	peotter contacts
11/10/2022	4:50 PM	5:00 PM	0:10	signups, misc edits
11/10/2022	6:30 PM	7:05 PM	0:35	board reports
			16:10	Total Hours