

Traditional and On-Line GOTV and Advocacy Activities of Nonprofit Child Advocacy Organizations

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What's New?

- Nonprofit Involvement in Elections
- GOTV Get Out the Vote Techniques
- New Technology
- Context: Highly Charged Political Year

Research Questions

- 1) Are nonprofit organizations using technology intensive GOTV techniques?
- 2) Are Traditional techniques used more often than technology intensive techniques and
- 3) Which factors seem to predict greater use of technology intensive GOTV techniques?

Theoretical Framework

- Diffusion of Innovation Theory
 - Size
 - Technology
 - Policy Effort
- Green & Gerber's GOTV Findings

Methods

- Cross Sectional Survey-Built on Previous Study of Electronic Advocacy Techniques
- Subjects: 64 Child Advocacy Organizations members of *Voices for Children*
- New Items on GOTV
- Election Year

Results

- 48 Returns-75% Response Rate
- About a quarter (27%) had GOTV Programs
- Small Organizations
- Event and E-mail Approaches are most commonly Used
- No relationship with predictors

Reported Techniques

Canvass	2 18.2%
E-Mail	6 54.5%
Event	7 63.6%
Leaflet	3 27.3%
Direct Mail	3 27.3%
Media	1 9.1%
Meet Up	0 .0%
Other Strategy	1 9.1%
Telephone Bank	0 .0%
Website	0 .0%

Techniques

- Events and E-Mail
- Mix of High Technology and Traditional Techniques

Conclusions

- Limitations
- Research Needs

