NUMINAR

Use time and money intelligently by targeting the right voters with the right message through the right outreach.

We turn your data into votes.

Introducing the world's first artificially intelligent political campaign data platform that shows you how to win.

Numinar combines DE voter rolls and consumer data from the RNC of over 400 data points with AI technology.

Volunteers have an easy to use mobile app for door knocking - voter data, maps, survey questions and more.

THE CANDIDATE OR CAMPAIGN MANAGER

CREATE A NUMINAR ACCOUNT
- Request an account thru Numinar providing the campaign race type, candidate and contact information:
  https://app.numinar.com/sign-up/DEGOP
- Notification is sent to DEL GOP for authorization
- Account setup requires a credit card be provided for extremely reasonable fees:
  $5 a month to get started; then when needed,
  $5 a month to set up a phone line for phone banking or texting through Numinar
  Basic usage fees are 5 cents a call or text

START WITH THE DATA: CREATE TARGETED VOTER LISTS
- **Demographic:** Age, Gender, Ethnicity, Religion, Language
- **Geography:** Precinct Number (Election District)
- **Political:** Modeled Party (Strong GOP, Lean GOP, Swing, Lean Democrat, Strong Democrat) or Reported Party
- **Contact:** Has Cell Phone, Has Landline, Last Contact etc.
- **Turnout:** Voted in a specific election
- **Tags:** Answers to survey questions

TURN DATA INTO STRATEGY: CREATE SURVEY QUESTIONS
A list of predicted survey answers are tagged to the voter and reported as overall voter data. The survey also acts as a script.
ie: *Do you want a sign in your yard?*
         Yes, No, Maybe, Wants signs for others also
    What is the major issue in Delaware that concerns you?
         Economy, Education, Crime, Drugs, Other

TURN STRATEGY INTO ACTION: CREATE VOLUNTEER PROJECTS
- Select the survey questions
- Select the filtered voter list
- Geofence a target area of 50-200 voters (max 500). On a map, you draw a line around a specific area for that project
- Create Numinar access for your volunteers
- Assign a volunteer team to a project

REVIEW REPORTS TO REFINE STRATEGY AND PLAN THE NEXT SET OF PROJECTS

MODELED PARTY FILTER

This powerful filter puts the analytics of Numinar to work.
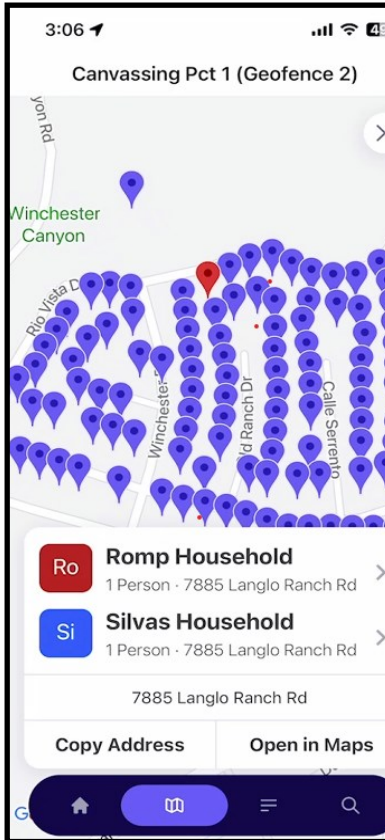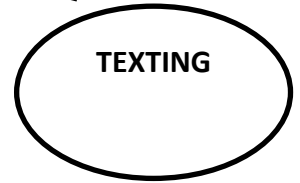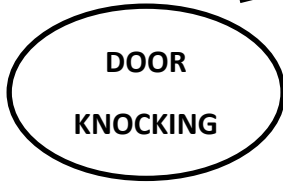
Using RD 41 as an example.

TOTAL RD 41 VOTERS	**21,128**
STRONG GOP	**4,916**
LEAN GOP	**5,128**
SWING	**3,639**
LEAN DEMOCRAT	**4,178**
STRONG DEMOCRAT	**6,257**

USE A SERIES OF FILTERS TO TARGET SMALLER GROUPS
for example:

TOTAL RD 41 VOTERS	**21,128**
FILTER: MODELED PARTY	
LEAN GOP	**5,128**
FILTER: PRECINT NUMBER (ED)	
01-41	**306**
FILTER: AGE	
17-25	**50**

VOLUNTEER PROJECTS

DOOR KNOCKING   **PHONE CALLS**   **TEXTING**

DOOR KNOCKING/CANVASSING
WITH NUMINAR MOBILE APP

TO GET YOU STARTED AT THE LOCATION
- A map shows a Purple Pin for each voter location that hasn't had an interaction
- Audible directions are available if you need them
- Recommended sequence list for visiting voters is provided
- The Purple Pin will turn Green after your interaction is submitted

INFORMATION DISPLAYED ABOUT EACH VOTER/HOUSEHOLD
- Name, Age, Gender, Political Party, Voting History
- If there is more than one person in the household, the same type of information is displayed for each person
- Survey questions will display for each person

INFORMATION YOU CAN UPDATE ON THE APP
- If the person was available or not
- The voter's answers to the survey questions
- In the Notes Section, add any information your Candidate needs to know

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Numinar has very strong on-line training referred to as *A Journey from Numinar* with *Onboarding Guides* that teach the basics of Numinar with self-paced tutorials and demos.

There are 3 different guides based on the type of outreach and user role.

- Full Suite, for campaign admin & staff
- Canvassing and Calling
- Volunteers

Go to Sussex.gop/Resources page
for links to all the Numinar Onboarding Training Guides.

Remember: NUMINAR is a powerful tool that lets us all turn data into VOTES.
The reality is everyone is new at using this easy to learn yet powerful tool.
The strength behind all us using Numinar to the MAX for Delaware is
SHARING tips and "Did you know?" information.