

# Equity Informed Targeting

Your base is your constituency that is already on your side; barring extenuating circumstances, you can count on them to support and show up to vote. Since they're already on your team, it doesn't make sense to spend the majority of your time & energy preaching to the choir. **It's more important to focus your resources on making up the gap between your vote goal (aka Win Number) and your base. This number of votes that you need to secure is known as your vote deficit.**

Knowing your vote deficit is a good starting place to figure out how many people you need to target to attain victory. **But it is vital that you don't stop there, but rather get intentional about who you target.**

Using equity to inform who you target and build coalition with is an important part of building power beyond an individual electoral cycle.

Marginalized communities are often overlooked by campaigns that justify their actions with adages about “low voter turnout”. By refusing to engage this segment of the electorate, their voices & specific needs are left out of the political process. We also lose out on an under-tapped resource of potential supporters by making assumptions that lead to a self-fulfilling prophecy.

All in all, this contributes to the disenfranchisement of BIPOC and poor constituents.

# SO, HOW DO WE COMBAT THIS?

- As a data-practitioner, inform yourself of the demographics of your entire community, as well as information about who turned out in past elections, and how similar campaigns have engaged minorities in the past.
- As you note the gaps, be intentional in your campaign planning at every level. As you create lists and walk packets, run pivot tables to ensure that there aren't communities being left out.
- Invest in deep canvassing in these communities (and check your internal campaign staff/volunteers to see how they reflect these groups).
- As you interact with your constituency, don't just inform them about your campaign; take the time to listen to what they value and need.

Creating an equitable world requires action at every level. As data practitioners, it is important that we spend our resources in a manner that is focused on more than just winning the next campaign. By empowering folks that are systemically disenfranchised, we can build long-term power that can make lasting change.