



# BUILDING POLITICAL PARTIES OF THE FUTURE

*Presentation to CALD Executive Committee Meeting – Democracy  
4.0: Innovating Democracy Through Technology  
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# Technology – The Great Leveller

Political parties of the future will still need the core elements fundamental to success – to support the delivery of the right message to the right target market – in volume and over time.

The question is: how does technology change/transform those elements?

- Fundraising
- Research
- Campaign Execution
- Combatting disinformation
- GOTR and GOTV



# Digital is the foundation

Digital is now the foundational platform of any party organisation and campaign – can no longer be an “add on” or an extra department – it is the mainstream of party and campaign operations.

Digital is not just social media and websites. It is the platform for raising money, conducting opinion research, communicating your message, recruiting volunteers, organising and mobilising, registering and turning out voters.

Critically – in this era – it is the foundation for rapid response and the combatting of disinformation and fake news.



# FUNDRAISING



# Digital is Modern Fundraising

**Fundraising powers campaigns.**

The more money you have, the better your operation and campaign. And the better the operation and campaigns of political parties, the more competitive elections are. The more competitive elections are, the stronger your democracy will be.

Use of digital fundraising opens up so many possibilities:

- Challenges the domination of High Net-Worth Individuals and entrenched corporate interests.
- Unlocks a high volume of low value donations (on an annuity basis).
- Encourages another avenue of democratic engagement
- Transparency
- Involves the diaspora



# Digital Fundraising 101

- Payment platform (for different currencies) – “one click donations”
- Data Acquisition – Petitions and Adverts.
- CRM Infrastructure.
- Facebook, Instagram Targeting (Diaspora).
- A/B Testing.
- Text to Donate.



**RESEARCH**



# Accessibility

- Online qualitative and quantitative – affordability and speed.
- New techniques and methodologies:
  - IAT (Implicit Association Test)
  - MRP (Multiple Regression and Post-Stratification) – granularity
- Execution Testing
- Public Engagement





# **CAMPAIGN EXECUTION**



# DIGITAL FOSTERS DIRECT ENGAGEMENT

- Digital organisation and mobilisation must link up & integrate with direct voter contact:
  - CRM/Voter Information Management
  - Mobile Canvassing
  - Self-Canvassing
  - Live Chat
  - Engagement with political representatives/candidates
  - Bulk E-Mail
  - Bulk Text
  - Whats App
  - Pop-Up Call Centres (Volunteers)
  - Volunteer Recruitment and Engagement



# **COMBATTING DISINFORMATION**



# Rapid Response Through Digital

- Landscape Analysis
- Social listening
- Developing rapid response plans and threat matrices
- Counter false narratives – redirecting conversation
- Advising offline field operations about online narratives



**GOTV & E-DAY**



# Digital Fosters Differential Turnout

- Harnessing your CRM data and linking up with bulk communications – pop up COTV calling.
- Rostering Applications
- Bellwether Monitoring
- Result Auditing (PVT)
- Electronic Voters Roll



# THANK YOU!

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