

“Said Lee, ‘Confederate General Nathan Bedford Forrest answered the question of how he developed his battle strategy with the reply, ‘You git thar the fustest with the mostest.’ The same strategy holds true with campaign issues. One must be quick to seize the initiative and capture the fertile ground, making any response of the opposition look like the typical ‘me too’ guy answer.”

The importance of being first in the minds of the voters cannot be overstated. Keep your ear to the ground ... look and listen for opportunities ... and pounce!

Voter Identification and Voter Turnout

“Lee learned early that every vote counted. Only 60 percent of the eligible population in the United States was registered to vote. Of those registered, only half participated in the general election. In the primaries, voter apathy had an even more profound effect, with only about 15 percent total participation. In close elections, therefore, 15 to 16 percent of the eligible population was electing candidates for president and senator. If the campaign manager knew the candidate’s base and could identify it, he could win a primary with 10 to 15 percent of the voter population. Because of these basic circumstances, Lee said, ‘The precinct is the key to the whole election.’”

Voter turnout ... especially for primaries ... is still VERY low in most races. This is a tremendous opportunity to novice and under-funded candidates ... IF they get their acts together. Once out of the primary, the winner often gets financial and other help from the party “establishment.” Ideological Republicans wishing to change or influence the direction of the GOP need to focus more on primary races ... especially in “down ballot” races.

“There were 115 precincts in Greenville and Laurens Counties. ‘Ideally, a chairman was necessary in each of these to canvass the precinct and make sure every voter identified as a Campbell supporter showed up at the polls on election day,’ Lee said later.”

Most dumb campaigns don’t even bother to identify the voters in their district, let alone make sure they turn out on election day. Even worse, most party organizations take the lazy way out and simply call every registered Republican and urge them to “get out and vote” ... even Republicans who are committed to voting for the Democrat candidate.

Now, just how STUPID is this kind of get-out-the-vote plan?