

But suppose you tell your volunteer in Precinct #4 that their job is to get just 507 votes for you - rather than, "as many of the 19,272 you can come up with." Now, that's a doable and less intimidating figure to work with.

From a volunteer's standpoint, if they're told they have six months to come up with 19,272 votes, they're going to feel terribly overwhelmed ... maybe to the point of quitting.

But having six months to get just 507 votes ... that's something they'll feel comfortable with. And that makes it a WHOLE lot easier to recruit precinct chairmen and other volunteers.

Back to the figures.

Of course, now that you know what you're shooting for, you can take a look to see what your chances are.

For example, if your Vote Goal is 19,272 - and no Republican candidate ... from President, to Governor to dog catcher ... has ever been able to achieve that number in the past couple of elections, then the odds of you obtaining that number is very, very small indeed.

Of course, there are always exceptions ... but I wouldn't bet the farm on it.

You can also tear these numbers apart and begin to develop a strategy: While looking at what other GOP candidates have historically done in each precinct, for example, you might determine that you can't reach the vote goal for, say, Precinct #1 - but you could make up the difference in Precinct #4.

Lastly, you should run these numbers based on a variety of scenarios. What if the turnout is 5% lower than normal? What are your vote goals then? What if turnout is 5% higher? How about 3% higher; or 7% lower? Whatever the scenario you come up with, you can now estimate what your Vote Goal is going to be.

Once your Vote Goals have been set, it's time to go out and actually get them. This is the Voter ID aspect of a campaign, and we talk about that in much greater depth in a another Special Report. But the concept is simple...

Let's say there are 2,000 registered voters in Precinct #4. Your Vote Goal in this precinct