



Cruz Crew: Key to Winning Over Next 57 Days

Cruz Crew Plan

As we embark on the last 57 days of the 2018 campaign, it's important to remember what is at stake. Not only are we fighting for our convictions and the principles Texans hold so dear, but we're fighting for our Supreme Court, our liberties and our freedoms at the national level. We only have 42 days until Early Voting begins, and 57 days until Election Day. You have given so much already, from door knocking, making phone calls, or supporting the campaign financially, but now is not the time to let up!

Since Ted first ran for U.S. Senate in 2012, his campaign has been fueled by a grassroots army putting boots on the ground all over Texas. This campaign's priorities over the next 57 days will remain the same. Since we formally launched the campaign in April, we have partnered with Republicans up and down the ballot and thousands of grassroots volunteers, to contact tens of thousands of Texans. We are aligned with the Republican Party of Texas, the Victory program, and Governor Abbott's team, to ensure we are maximizing every second you give in support of any Republican in Texas.

Now is the time that we double down, increase our efforts, and make sure we are getting every Texas Republican out to vote by Election Day. Polls show the race for U.S. Senate is getting close, but Texas is still a red state!

It is clear that liberal Democrats are energized to turn out and vote against all the great things we have accomplished. The next 57 days will determine the future of Texas and the nation for years to come!

The good news is that there are still more Republicans in Texas than Democrats. So, we are going to have to work together to **GET OUT THE VOTE!** Our grassroots goal is simple, but also one that can make history in Texas: turn out every single Republican in the state of Texas to vote.

Our goal is only possible if every #CruzCrew member calls and knocks doors to talk with Texas voters.

We intend to provide you with the tools to help Republicans win decisively in November. This document will detail what the next 57 days looks like, and how we can work together to ensure a victory on Election Day.

How do We Turn Out EVERY Texas Republican To Vote By Election Day?

Our campaign is currently in a phase that identifies as many unidentified voters as possible. This phase is typically called: voter identification. During voter identification, we are knocking doors and calling voters to ask them who they plan to support in November. We will continue doing this for the next 45 days or so. When finished, we will have amassed a massive list of who is voting for Ted and who is undecided. While we want to talk to every voter, not every voter will be home when we will call or knock on their door.

Fortunately, we have already built a strong list of Texas voters with your help in past elections. We have learned how to use data and analytics from the voters you are contacting to determine with a high degree of certainty how other Texans will vote. So, even if we are missing voters when they aren't home, every voter you identify helps us understand how other Texans will vote.

At the end of the voter identification phase, we will have updated our list of voters, and we will have a massive resource to work from as we deploy to get every Republicans out to the polls to vote. At the end of the voter identification phase, we will have identified over 3.8 million voters who are likely to vote for Ted.

Once Early Voting begins, during the last 15 or so days of the campaign, we will shift away from voter identification to another phase typically called "Get Out The Vote". Our focus during Get Out The Vote will be to make sure we contact every single one of the 3.8 million voters who said they are likely to vote for Ted, and make sure they show up to the polls. Equally important, we will make sure we have a conversation with those who are undecided to make sure they vote for Ted when they show up to the polls. We will continue to Get Out The Vote all the way until Election Day. If we get all 3.8M voters to the polls on Election Day, the math is simple, Ted wins and continues to fight for Texas values in Washington D.C. Now, more than ever, we need your help!

You might be asking, how many doors do we have to knock to ensure all 3.8M voters get to the polls for Ted? A typical volunteer can knock 50 doors in a three-hour shift. Using this benchmark, we can then determine how many three hour shifts we need to complete our goal. 76,000 three-hour shifts! It will take us 76,000 three-hour shifts to contact every 3.8M likely Cruz voter.

This number may seem daunting, but the Republican campaigns have created the best grassroots network in Texas history! We have faith that every member of the #CruzCrew will rise to the occasion, and help us show up the Democrat field operation.

The fastest way to help is to get started now!

How Do I Get Started?

No TV ad, no radio ad, and no news article can compare to the difference a face-to-face conversation will have on a voter. We need you, your family and your friends to help reach as many people as possible. There are three ways you can help us talk directly to voters. You can knock on voters doors directly, call voters, and/or recruit other volunteers to help us!

To sign up for knocking doors, please fill out the volunteer form from our website and someone will be in touch with you to tell you when and where you can start knocking doors.

SIGN UP TO VOLUNTEER

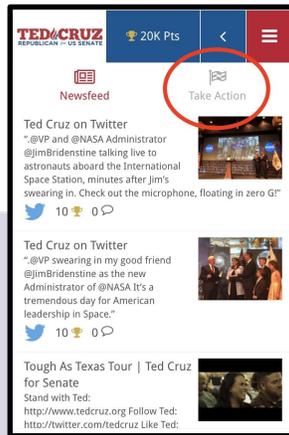
<https://www.tedcruz.org/volunteer/>

To make phone calls, all you have to do is sign up on our Cruz Crew App!

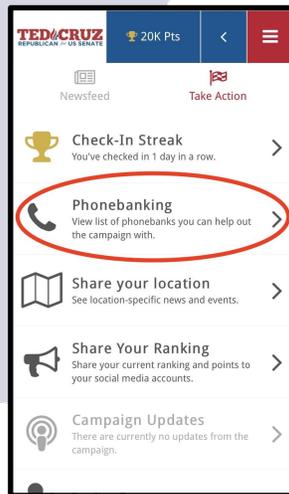
DOWNLOAD THE CRUZ CREW APP

<https://www.tedcruz.org/app/>

Once you've downloaded the app, go to the "Take Action" tab.



If you want to make phone calls, sign up on our "become a phone banker" icon. You will hear back shortly from the campaign with more instructions within the application to make phone calls from home for Senator Cruz



You can help recruit others to the Cruz Crew by using the Cruz Crew App to invite your friends. Just start by clicking on the Invite Contacts buttons and follow the steps.

If you signed up to walk doors, our team will be in touch quickly to teach you how to knock doors and when/where other volunteers are knocking doors. As you start knocking doors, just remember that every door knocked and every call made puts us that much closer to victory in November.

By knocking on doors and making these calls, you are reminding our fellow Texans what's on the line and the choice they have in 2018. On one hand, you have Senator Ted Cruz, a steadfast constitutional conservative that has fought to protect your liberties. On the other hand, you have a far-left liberal who wants to ban guns, raise taxes, and create open borders.

How Do I Learn How To Talk With Voters

As you might guess, the conversations we have with these voters will change over time from asking them who they plan to support, to reminding them to go vote, and telling them why they should vote for Ted. The conversations you are having are very important and we want to ensure you have all the facts right about the differences between Beto and Ted. That is why we have posted this easy sheet for you to learn about the candidates before you engage in conversations with voters:

<https://www.tedcruz.org/wp-content/uploads/2018/08/20180830Flyer.pdf>

What If I Need Help Getting Started

Sometimes technology doesn't work right or, for many, this is the first campaign they are volunteering on. Our campaign is always available to help get you plugged in. Please don't hesitate to call our main office at 713-353-4330.

Remember What We Are Working Towards

Remember our goal is to turn out every Texas Republican to vote by Election Day. If we do this, Ted can continue to deliver for Texas. Your time invested in this campaign will help Republicans keep the majority in the U.S. Senate, and continue the positive path our country has been on since Republicans took control of both branches of government. We look forward to celebrating a hard-fought election with you on Election Night!