



# Contents

Preface	vii
1 Introduction: Why Voter Mobilization Matters	1
2 Evidence versus Received Wisdom	12
3 Door-to-Door Canvassing: Shoe Leather Politics	26
4 Leaflets: Walk, Don't Talk	46
5 Direct Mail: Postal Service as Campaign Staff	55
6 Phone Banks: Politics Meets Telemarketing	74
7 Electronic Mail: Faster, Cheaper, but Does It Work?	97
8 Using Events to Draw Voters to the Polls	108
9 Using Mass Media to Mobilize Voters	120
10 What Works, What Doesn't, and What's Next	135
Appendixes	
A Technical Results of Door-to-Door Canvassing Experiments	165
B Technical Results of Direct Mail Experiments	175
C Technical Results of Phone-Calling Experiments	188
Notes	201
Index	219