

Operation: Too **Big To Rig**

A **Get Out the Vote** Mobilization Campaign

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Primary Election Overview

Previous non-presidential primary election participation – 14%

Primary participation determines county delegates

- One delegate per 25 primary voters
- Delegates elect GOP leadership; County and State

Primary voters will elect our next Governor

Governor's race will likely require a Run-off

South Carolina – 2026 Key Election Dates

May 8-11	May 26- June 5	June 9	June 23	November 3
Voter Registration Deadline	Early Voting	Primary Election Day	Run-off Election (if needed)	General Election

Operation: Too **Big To Rig** Objectives

Mobilize Grassroots and Precinct Volunteers to:

- Increase Primary Voter Participation to greater than **20%**
- Offset any Democrat crossover voter with **Republican turnout**
- Increase participation in potential Run-off election: **June 23**

Key Principle: Start Broad. Increase frequency

Precinct-level Engagement

Multi-Precinct Meetings in April

- Bring multiple precincts together for GOTV planning meetings
 - Welcome PCRP members without precinct leadership
- Review GOTV Strategy and Tools
- Mobilize PCRP membership and volunteers to share Primary information and encourage participation:
 - Email
 - Text
 - Phone outreach
 - Social Media
 - Door-to-Door literature distribution
 - Local press

Timeline to Primary Elections

Frequency and Intensity of reminders increase closer to Primary

- **Early April: Multi-precinct Meetings**
- Mid-late April: General Email Primary Reminders and Social Media
- Early May: Distribution of early voting dates and locations
- Mid-May: Early voting push, phone outreach, social media posts, local press, drop off literature
- May 26-June 5: Early Voting countdown reminders, continued outreach
- June 5-June 9: Continued outreach, Social media reminder posts

Get Out The Vote: **Tools** on PCRFP website

GOTV Planning and Activity Timeline

Primary Presentation and 1-pager

7 Tips on Getting Out the Vote

GOTV Flyer

Precinct leadership training document

Scripts

- Telephone
- Email
- Text
- Door-to-Door
- Social Media



Call to **Action**

Multi-Precinct Meetings – **April**

- Develop precinct plan
- Identify precinct leaders and volunteers

Download tools from PCRCP website

Request precinct-level data (name, address, phone, party status)

Mobilize volunteers

TOO **BIG**
TO **RIG**

