



CANDIDATE & CAMPAIGNS EXERCISE CALCULATING YOUR WIN NUMBER

When calculating the win number for your race it is important to have the best data possible. Remember, to win a ranked choice voting election you must build a coalition of strong 1st choice support combined with 2nd, 3rd, etc. choice support from the supporters of other candidates to reach 50%+1. There are so many different ways to build our winning coalition, however, the bedrock of any good plan is to work backward from your win number.

To start, research past elections in your district. Make sure that the elections that you are researching are comparable to your race – meaning, if you are running for city council don't use the results of the last mayoral election to estimate your win number. For the most accurate information, research the 3 most recent elections in your district or in a similar district. Keep in mind changes in ballot access laws that may increase or decrease the number of people participating in your election.



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Now that you have your average turnout it's time to determine how many votes it will take to cross the 50% threshold. Once we've determined the number of votes we need to reach 50%+1 we will build in a buffer to ensure a strong finish. It is recommended that your buffer should be between 3-5%.

Expected Turnout % 5

of Votes Expected

Vote Goal

_____ → (_____ ÷ 2) + 1 = _____