Tactics That Work for Voter Mobilization

The single most important element of voter mobilization is urging the person to be a voter. 5,p34

✓ Conversations
  • Have your 30-second elevator speech ready to use anywhere with anyone!
  • Talk about voting informally with friends, family, co-workers, and neighbors, using a flexible, personalized message. 3,6,20
  • Tabling—Set up an eye-catching table or stand with colorful clipboards in a high traffic area. But "don't stand behind the table. Move around, be assertive and friendly, and let everyone know how much you are enjoying this!" 4,5
  • Canvassing—Match door-to-door walkers with those living in the neighborhood; most effective within the 2 weeks before Election Day. 7,12,16

✓ Pledge cards 4,10,13
  Have each contact sign and address a pledge-to-vote postcard. Mail it back just before Election Day.

✓ Text messages 5,8,11
  • Collect cell phone addresses during events/conversations.
  • Send a reminder close to Election Day.

✓ Door hangers 1,9,10
  Carry door hangers with you in case your target isn't home and you don't plan to return. But it takes at least 7 door hangers to be as effective as one personal contact.

✓ Social pressure on social networking sites 6,p99
  Use social pressure to increase voter turnout among your friends on social media through a series of chatty posts during Early Voting.

✓ Videos 14,18
  Eye-catching, peer-delivered, 30-90 second videos to share on social media.

✓ Phone banks 2;3,pp78 & 83;6,pp80-83;17
  Live telephone calls made during the last week before Election Day with a follow-up call to those who said they would vote are most effective. Use short, interactive scripts.

References on the next page
References


