

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!"^{15,p5}
- 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

1. Alvarez, R. M., Hopkins, A., & Sinclair, B. (2010). Mobilizing Pasadena democrats: Measuring the effects of partisan campaign contacts. *The Journal of Politics*, 72(1), 31-44. Retrieved from <https://tinyurl.com/yaqganc2>
2. Arceneaux, K. (2007). I'm asking for your support: The effects of personally delivered campaign messages on voting decisions and opinion formation. *Quarterly Journal of Political Science*, 2, 43-65. Retrieved from <https://tinyurl.com/kvbymes>
3. Bedolla, L. G., & Michelson, M. R. (2012). *Mobilizing inclusion: Transforming the electorate through get-out-the-vote campaigns*. New Haven CT: Yale University Press.
4. Borgida, E., Federico, C. M., & Sullivan, J. L. (2009). *The political psychology of democratic citizenship*. USA: Oxford University Press.
5. Brooks, R. (2017, October 27). Why texting beats email for GOTV [Newsletter]. *Campaigns & Elections*. Retrieved from <https://tinyurl.com/y8z3cgse>
6. Green, D. P., & Gerber, A. S. (2015). *Get out the vote: How to increase voter turnout* (3rd ed.). Washington, DC: Brookings Institution Press.
7. Green, D. P., Gerber, A. S., & Nickerson, D. W. (2003). Getting out the vote in local elections: Results from six door-to-door canvassing experiments. *The Journal of Politics*, 65(4), 1083-1096. Retrieved from <https://tinyurl.com/y6wyjx63>
8. Johannesen, J. (2015). Findings. *Engaging new voters* (pp. 3). Retrieved from <http://www.nonprofitvote.org/engaging-new-voters-2014/>
9. Libka, A. (2017, November 2). GOTV: A brief overview (+ best practices) [Blog post]. *Change Media Group*. Retrieved from <https://tinyurl.com/y9z2s6u6>
10. Libka, A. (2017, September 13). The value of pledge cards: A brief overview [Blog post]. *Change Media Group*. Retrieved from <https://tinyurl.com/yagf6fu7>
11. Malhotra, N., Michelson, M. R., Rogers, T., & Valenzuela, A. A. (2011). Text messages as mobilization tools: The conditional effect of habitual voting and election salience. *American Politics Research*, 39(4), 664-681. Retrieved from <https://tinyurl.com/yxj533w3>
12. Green, D. P., Bedolla, L. G., & Michelson, M. R., (2009). *New experiments in minority voter mobilization: Third and final report on the California Votes Initiative*. San Francisco: The James Irvine Foundation. Retrieved from <https://tinyurl.com/ya25zc6z>
13. Miller, B. (2018). Fig. 6. Voting by nonprofit voters who signed pledge cards. *Engaging new voters* (p. 12). Retrieved from <https://tinyurl.com/y7yx98td>
14. Minooie, M. (2013, December). The impact of online non-partisan videos on self-reported intention to vote [Master's Thesis]. *University of Texas at Arlington*. Retrieved from <https://tinyurl.com/zdqbuzr>
15. Rock the Vote. (n.d.). *Voter registration: A how to guide*. Retrieved from <https://tinyurl.com/y7nwpuvn>
16. Nickerson, D. W. (2005). Partisan mobilization using volunteer phone banks and door hangers. *The Annals of the American Academy of Political and Social Science*, 601, 10-27. Retrieved from <https://tinyurl.com/y8x62usp>
17. Nickerson, D. W. (2007). Quality is job one: Professional and volunteer voter mobilization calls. *American Journal of Political Science*, 51(2), 269-282. Retrieved from <https://tinyurl.com/yd6r6a8t>
18. Pedersen, M. (2015, July 14). Best practices: What is the optimal length for video content? *Advertising Age*. Retrieved from <https://tinyurl.com/pgf87j7>
19. Vote.org. (2017, June 27). Increasing voter turnout—One text at a time [Blog post]. *Hustle Blog*. Retrieved from <https://tinyurl.com/y7mddmmw>
20. Yale University Institution for Social and Policy Studies. (n.d.). Lessons from GOTV experiments. Retrieved from <http://isps.yale.edu/node/16698#.Vs5EAMc4roN>