

Tactics That Work

Research-Based Tactics for Effective
Voter Mobilization

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Preface

Welcome!

- This tutorial will help you choose effective voter mobilization tactics.
 - To understand the principles behind effective GOTV campaigns, see *Evidence-Based Practices for Voter Mobilization**
 - For talking effectively with voters, see *What to Say: Effective GOTV Conversations**
- Odds are that if a tactic is not on this list, it won't work!
- The single most important element of any voter mobilization tactic is urging the person to be a voter.



Green & Gerber, 2015, p. 14

*Find tutorials at <https://my.lwv.org/texas/best-practices-gotv>

1. VOTER MOBILIZATION TACTICS



- Conversations
- Pledge cards
- Text messages
- Door hangers
- Social pressure on social networking sites
- Videos
- Live phone banks

Impersonal emails,
display ads, or robo-calls



Conversations

“It is the dynamic interaction of authentic person-to-person contact that is most important in determining whether or not a conversation will successfully mobilize voters.”



Conversations

Elevator speech



Have your 30-second elevator speech ready to use anywhere with anyone!

I've been hearing a lot about the upcoming election. I'm voting because I know my vote is my voice...How important is it for you to be a voter in this election?

- Early voting is going on now. What are your plans for going to the polls?
- Can I count on you being a voter in this election?

Conversations

Informal



- Talk about voting informally with friends, family, co-workers, and neighbors
 - Use a flexible, personalized message.

Hey – I've been thinking a lot about the upcoming election and getting ready to vote. How about yourself? ... Do you need any help in finding out what's on the ballot? ... If we vote during Early Voting, we won't have to worry about standing in line on Election Day. And we'll be bothered by fewer phone calls!

Conversations

Tabling

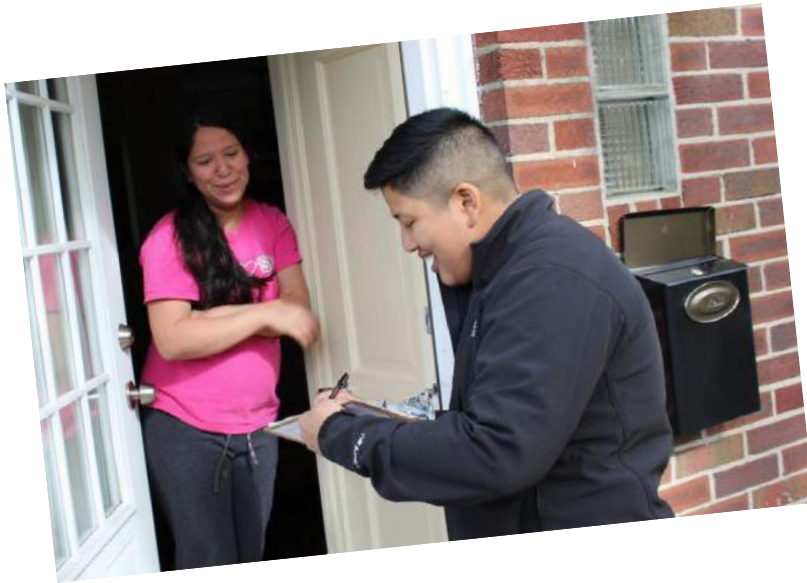


- Set up an eye-catching table.
- Stand in a high traffic area.
- And don't just stand there!
 - Move around
 - Be friendly
 - Be assertive
 - Be enjoyable



Conversations

Canvassing



- Local canvassers with something in common with the community are more effective than outsiders.
- Most effective within the 2 weeks before Election Day

Hi, I'm ____, your neighbor down the block. And I'm out talking with our neighbors about the upcoming election. Do you have a minute? ... The neighbors have been telling me that they are definitely going to vote in this election. Do you plan on being a voter? ... Do you know where to vote? [Check/confirm polling place.] For me, I usually go before work because that works for me. Do you know what time you'll be voting?

Pledge cards

- Collect a pledge card from your contacts during Early Voting.
- Mail back shortly before Election Day.
- Most effective when collected during a personal conversation.

The image shows two sample pledge cards. The top card is titled "VOTE PLEDGE CARD" and contains the following text: "I pledge to vote in the November 7 General Election." followed by a line for "Signature". Below that is a section for "My Voting Plan" with three radio button options: "I will vote by MAIL", "I will vote during EARLY VOTING October 24 - November 3", and "I will vote on Election Day November 7". This is followed by a line for "My polling place is" and a line for "I will vote because:". The bottom card is titled "I WILL VOTE!" and "MY VOTE IS MY VOICE". It features a circular logo with the text "Vote! IT COUNTS" and "THE LEAGUE OF WOMEN VOTERS" below it. To the right of the logo are four horizontal lines for additional information.

Text messages



- Collect cell phone addresses during events/conversations.
- Send a reminder close to Election Day.

Door hangers



- Carry door hangers with you in case your target isn't home and you don't plan to return.
- It takes at least 7 door hangers to be as effective as one personal contact.

Social pressure on social networking sites



Use social pressure to increase voter turnout among your friends on social media through a series of chatty posts during Early Voting.

Videos

- Eye-catching
- Peer-delivered
- 30-90 seconds
- Formatted for
 - Social media
 - Smartphones



Phone banks



- Live!
- Relaxed, authentic style
- Short-interactive script
- Two-round phone banks improve impact:
 - Make follow-up calls to those who said they would vote made during the week before Election Day.
- ~ one voter produced for every 35 contacts



Rely on
impersonal

Robocalls

Mass emails

Display ads



- Impersonal mass communication is ineffective in increasing voter turnout.
- But friend-to-friend personalized communication that encourages voting through a series of chatty posts is about as effective as face-to-face canvassing.

2. VOTER MOBILIZATION RESOURCES



- Evidence-Based Practices for Voter Mobilizations
- What to Say: Effective GOTV Conversations
- Engaging Target Populations
 - Asian and Pacific Islanders
 - Hispanics
 - Millennials
 - Gen Z
 - Youth

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