



LEAGUE OF WOMEN VOTERS
OF TEXAS EDUCATION FUND

What to Say

Effective Get-Out-the-Vote Conversations

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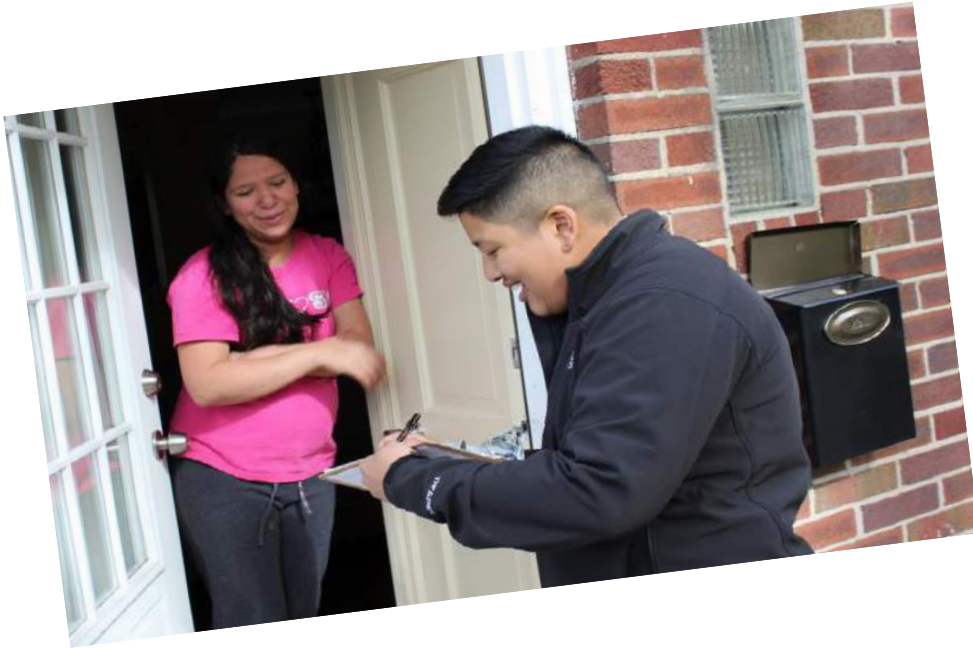
Preface

Welcome!

- This tutorial will assist you in talking about voting effectively.
 - To understand the principles behind effective GOTV campaigns, see *Evidence-Based Practices for Voter Mobilization*
 - For what works, see *Tactics That Work for Voter Mobilization*
 - See <https://my.lwv.org/texas/best-practices-gotv>
- The following snippets of conversation have been
 - adapted from research-based recommendations.
 - effective when delivered in a personalized, flexible manner.
- Always make a personal connection and focus on voting. But you don't have to cram all messages into every GOTV conversation.
- Use your own words!



1. Connect with the voter



Messengers with something in common with the community are more effective than outsiders.

- Acknowledge a commonality between you and your contact.
- Emphasize that you are local, e.g.:
 - A neighbor
 - From a local organization
- Be enthusiastic.
- Ask questions.
- Share a voting story of your own.

Connect with the voter

Emphasize a connection with the voter or that you are local.



- Hi, I'm [*name*].
 - I've seen you in my history class.
 - I'm your neighbor over on Saint Ives.
 - I'm from the local League of Women Voters.

Connect with the voter

Include a personal story somewhere in the conversation.



- I remember my first time voting. I had just turned 18 and was...
- I usually vote on my lunch hour at a polling place close to where I work because that's what's convenient for me. What will work for you?
- I dressed up as a suffragist, hat and all, and took my 9-year-old twins with me to the polling place last election.

Connect with the voter

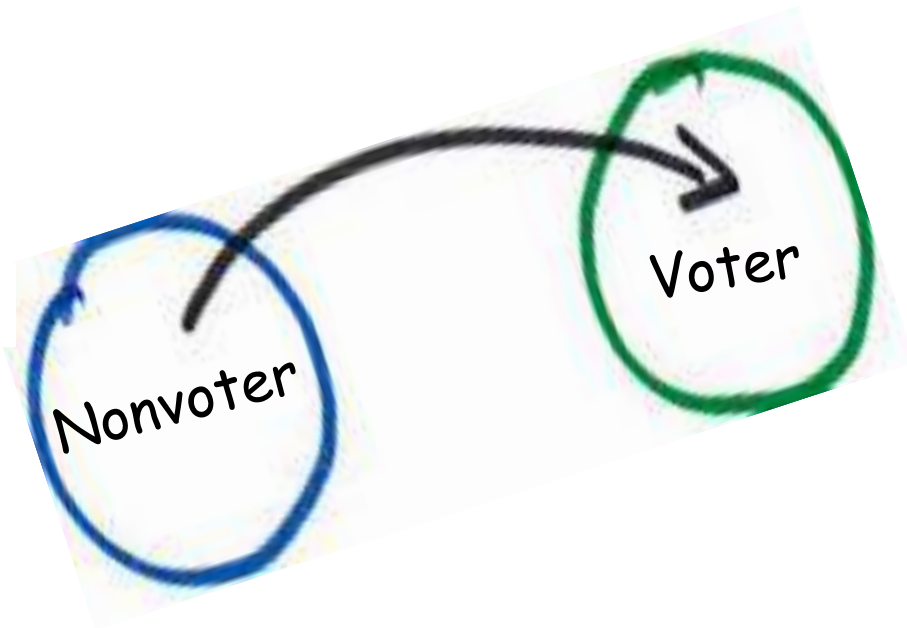
End with a tie-in
to the voter.



- The last thing I want to ask is: Do you have any questions for me about voting?
- So, I have you down for voting on _____ over at _____ and we'll follow-up with you by_____.

2. Focus on voting

- The goal is to transform nonvoters into voters
 - not to change minds about an issue or a candidate.
- Advocating for issues may diminish your influence on voter turnout.
- The League does not support or oppose candidates or political parties



Focus on voting

Get to the point.



- I'm out talking with
 - students
 - neighbors
 - people in the park
 - the kind of people who vote
- about
 - the upcoming election
 - voting
 - voter registration
- Do you have a minute?

Focus on voting

I'm out here
today collecting
reasons why
people vote. Do
you have a few
minutes to talk
to me?

- What makes voting important to you?

or

- On a scale of 0 to 10, how likely are you to vote this election?
 - Great, we're collecting reasons people vote. What makes you say ___ rather than 2? (*or 0 if they said 3 or below*)

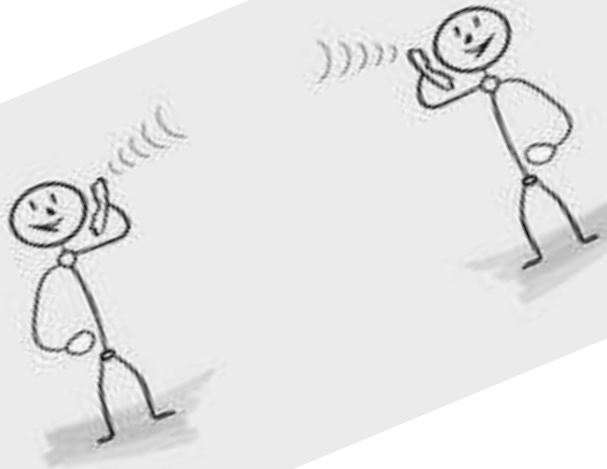
Focus on voting

I'm out here
today collecting
reasons why
people vote. Do
you have a few
minutes to talk
to me?

or

- On a scale of 0 to 10
 - 0 being I'm never, ever going to vote,
 - 5 being I might vote, might not
 - and 10 being I'm a super-voter, I'm always going to vote and I'm definitely voting this time,
- what number describes you?
- ...and why did you say ____ instead of a 2?
- Well, the fact that you think voting is important is totally awesome, and I completely agree.

Focus on voting



I'm calling you today because you are the kind of person who votes. I won't take much of your time, but I want to make sure that you have everything you need to know about voting in the upcoming election.

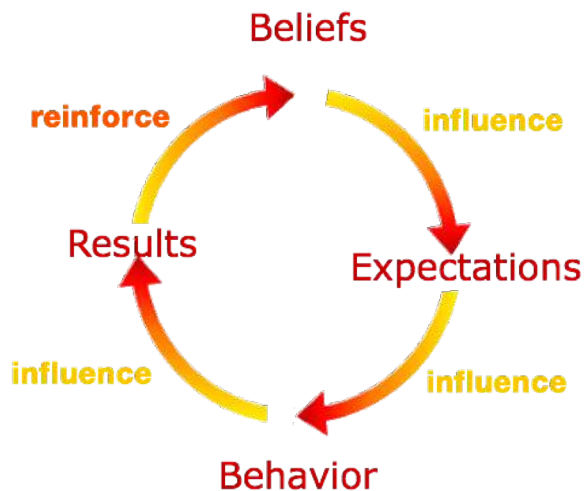
3. Use gentle social pressure

We are social creatures
and want to fit in.



Use gentle social pressure

Be positive



Beware the self-fulfilling
prophecy of voter apathy!

- Your [*classmates, neighbors, etc.*] have been telling me that they are definitely voting in this election. Do you plan on being a voter?
- We're expecting a high turnout this election.
- This is going to be a close election, so being a voter is very important in the outcome.

Use gentle social pressure

Acknowledge the
anticipatory
rewards of Early
Voting.



Voting early shows your
commitment to being a voter and
lets you anticipate the outcome
without worrying how you'll make
it to the polls on a busy Tuesday.
And, you'll be bothered by fewer
phone calls!

Use gentle social pressure

Let them know that others are paying attention to their vote.



- Congratulations on being a first-time voter! Remember that who you vote for is secret, but whether you vote is public record.
- I see from the public records that you vote sometimes but not every election. Will you be a voter this time?
- I see you were a voter last election. Thank you for being a responsible citizen!

Use gentle social pressure

Ask for a voting
commitment.

The image shows two overlapping forms. The top form is titled "I WILL VOTE! MY VOTE IS MY VOICE" and has several blank lines for writing. The bottom form 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 this is a section titled "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". There is also a line for "My polling place is" and a line for "I will vote because:". The forms are tilted and overlap each other.

- Can I count on you being a voter?
- Can your [*classmates, neighbors, etc.*] count on you to join them at the polls this election?
- Because you think voting is important, would you mind signing this pledge to vote?

Use gentle social pressure

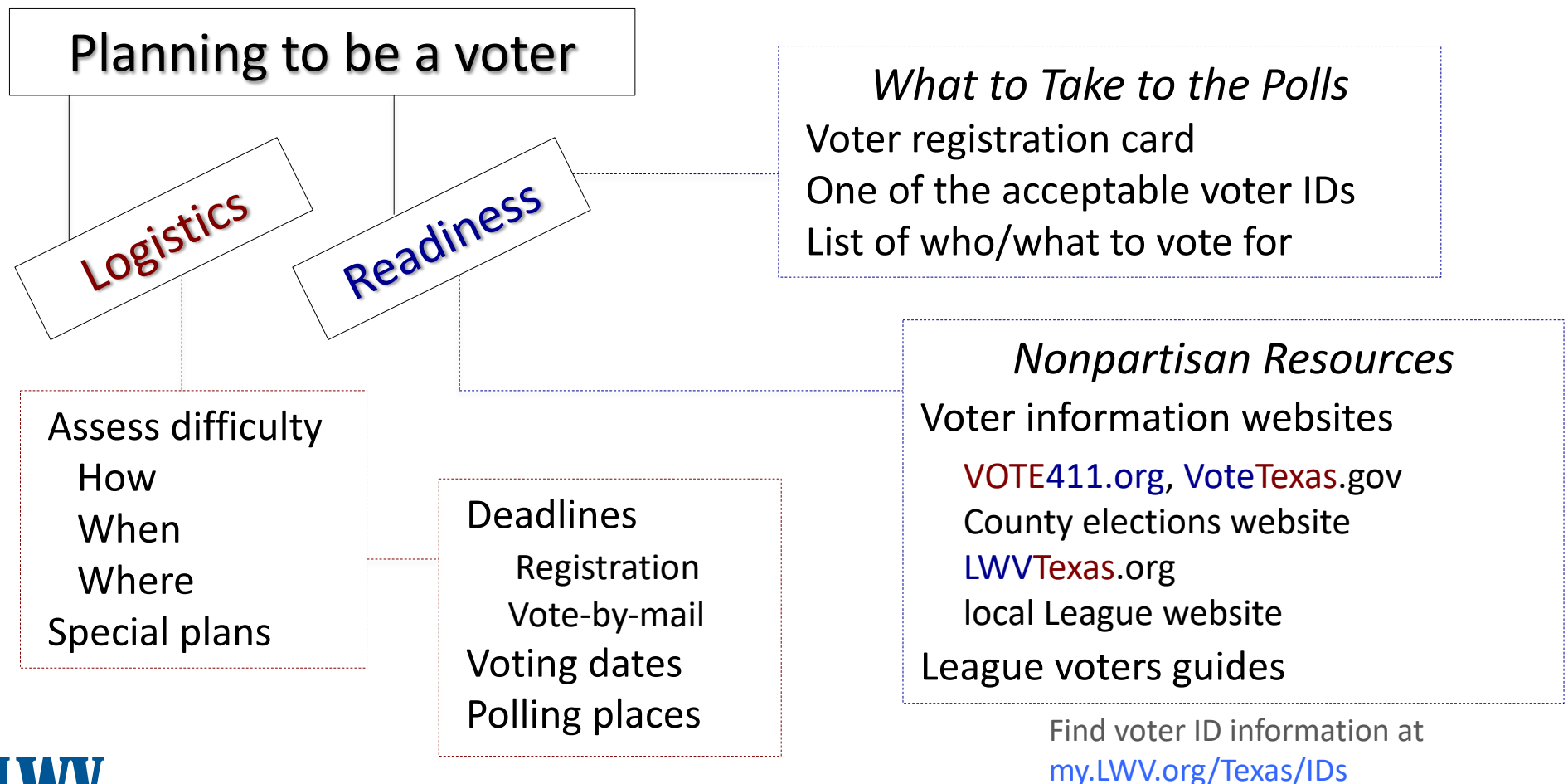
Indicate how you
will follow-up.



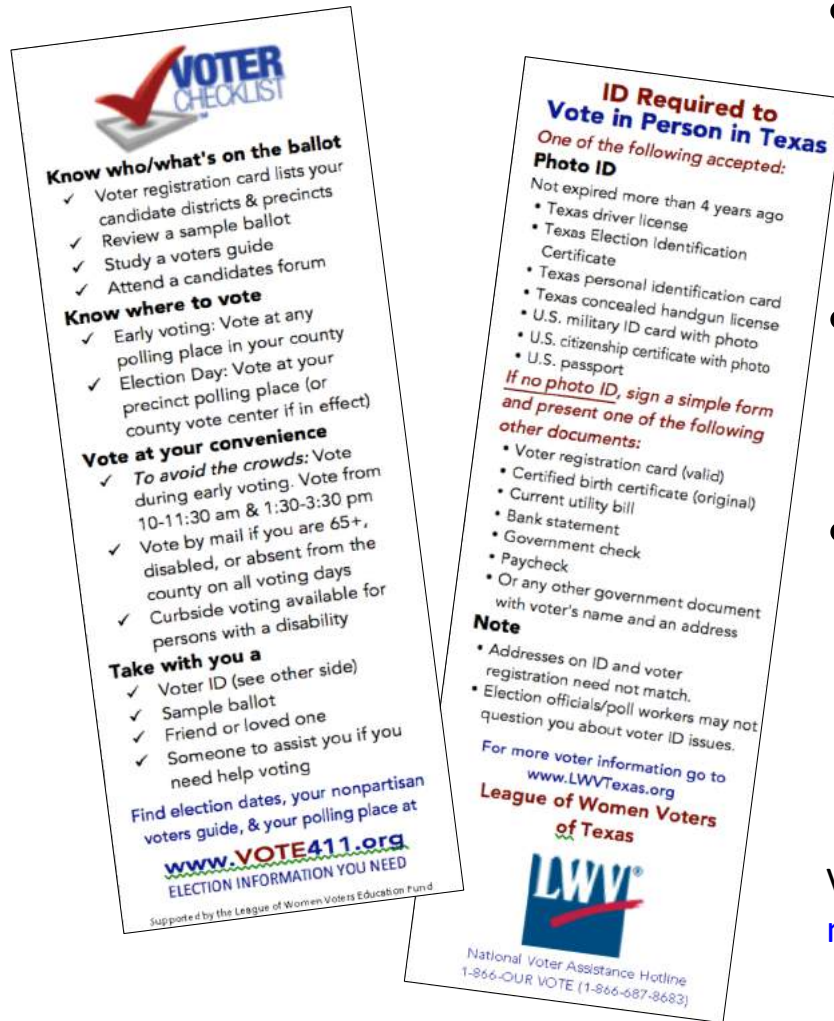
- What is the best number to reach you for a get-out-the-vote reminder? Would you like a call or a text?
- I'll remind you to vote by mailing you back your pledge card shortly before Election Day.
- I'll call you after the election to see how it went. Who you vote for is secret, but I'd like to know how it went for you at the polling place.

4. Help make a plan for voting

Getting potential voters to think through the steps they need to take makes them more likely to act on their intent to vote.



Help make a plan for voting



- Do you think you'll vote by mail, vote early, or vote on Election Day?
- Do you know where you polling place is?
- What day do you plan to vote? When will you go?

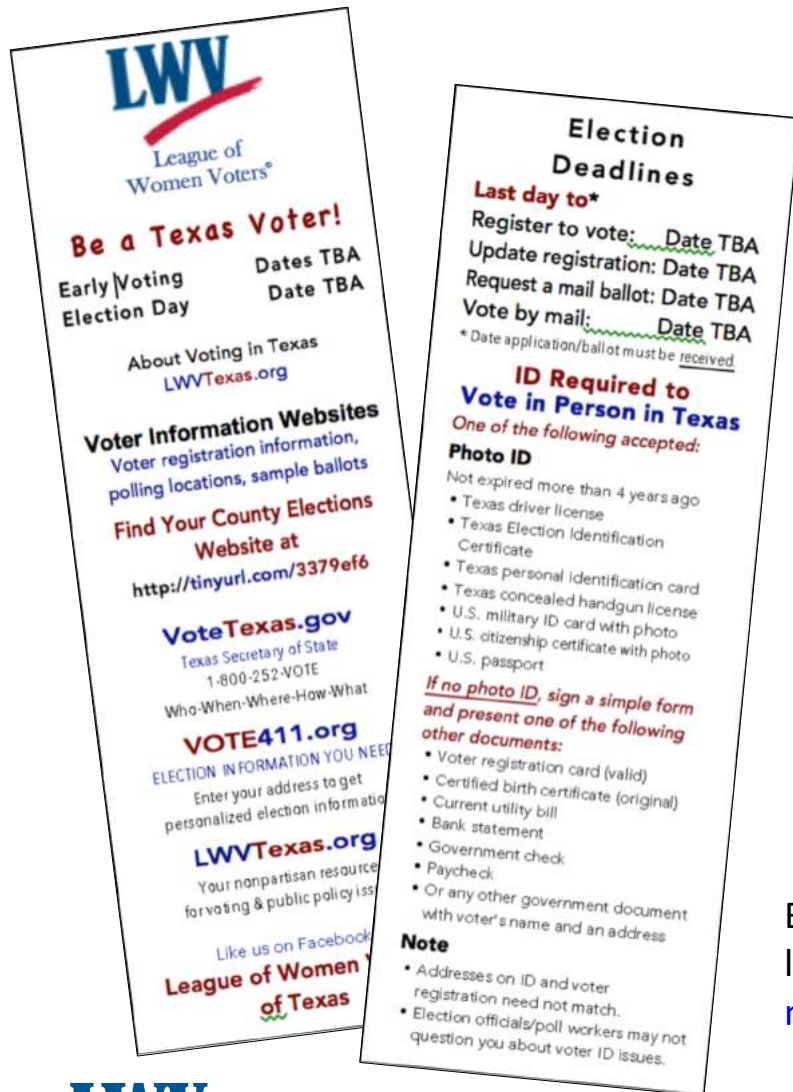
Voter Checklist Bookmark & Handout available at my.LWV.org/Texas/Get-Out-Vote-0



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Nickerson & Rogers, 2010

Help make a plan for voting



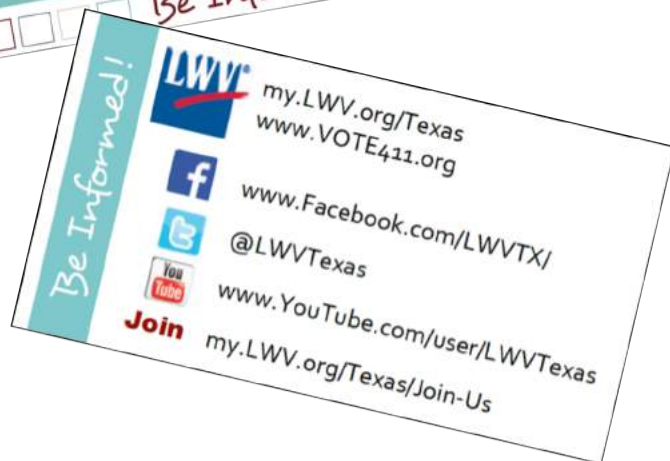
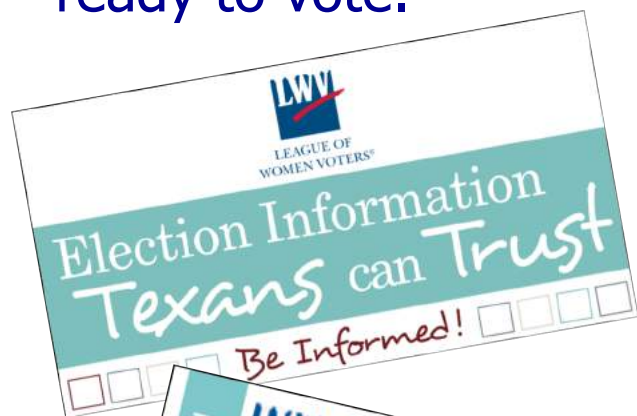
- Where will you be coming from? How will you get there?
- Will you go by yourself or with someone else?
- What ID will you take to the polling place?

Be a Texas Voter! Bookmarks individualized for each local League available at
my.LWV.org/Texas/Vote-It-Counts

Help make a plan for voting

Assist voter in getting ready to vote.

- Many people I've been talking to want more information about the candidates on the ballot. Can I help you with that?
 - Do you know about VOTE411? (explain)
 - Do you prefer a printed voters guide? (Provide or explain how to get one)
 - The League is holding a nonpartisan candidate forum....
 - These websites provide helpful information.... (provide state or local social media business card)



LWV-TX social media business card available at my.LWV.org/Texas/Get-Out-Vote-0

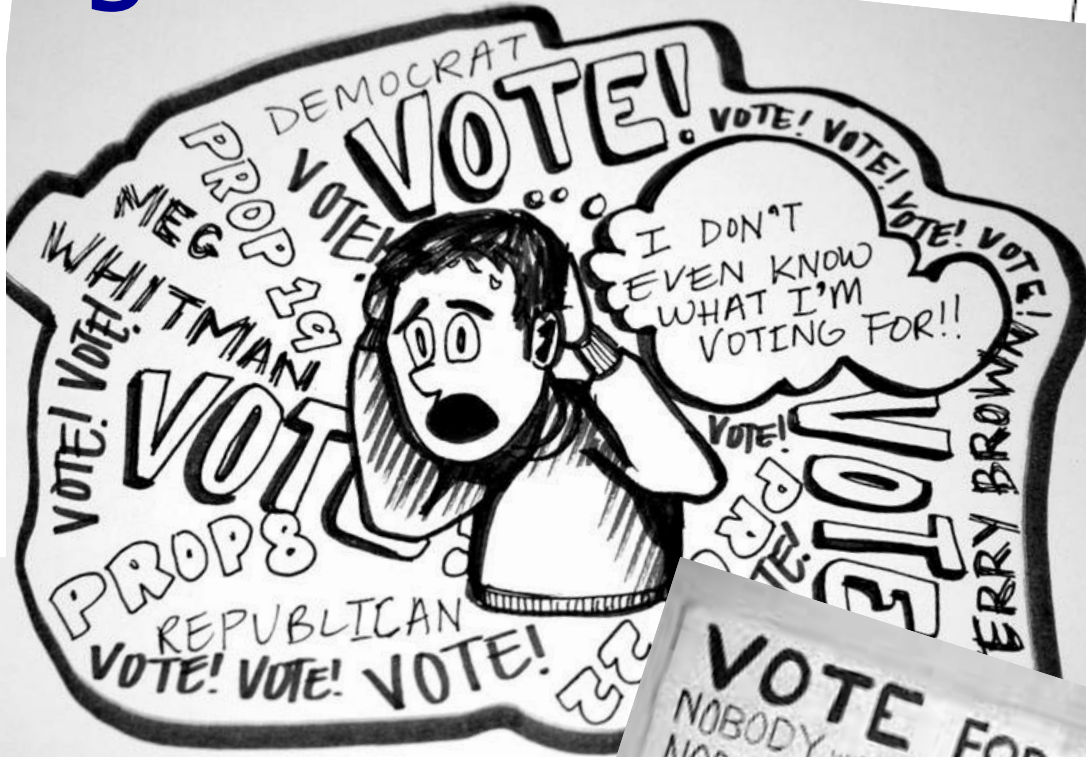


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Erkel, Schieffer, & Kenfield, 2017

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5. Talking around excuses



Talking around excuses

My vote doesn't
count.



- Even in Texas we have close elections (give example).
- Not voting definitely doesn't count.
- Your vote is your voice. Even if it's not on the winning side, it can show there is another opinion.
- Votes count most in local elections and party primaries when there are fewer people voting.

Talking around excuses

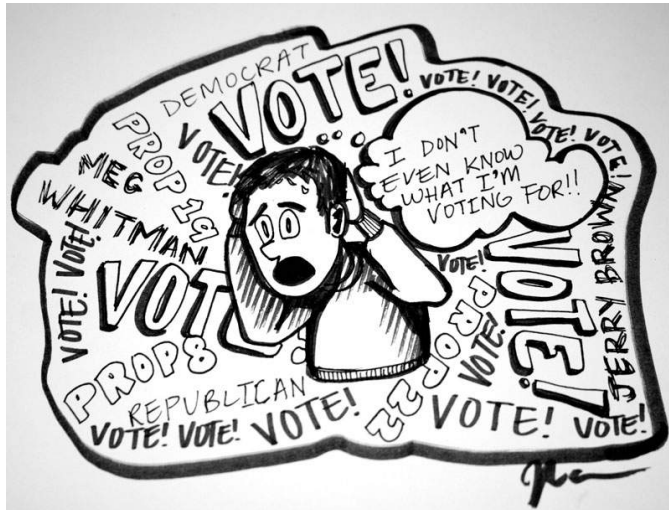
I don't have time.



- Can you vote on a Saturday or Sunday?
- Early voting offers additional times to vote, even on weekends, and you can generally avoid long lines.

Talking around excuses

I'm not well
enough informed.

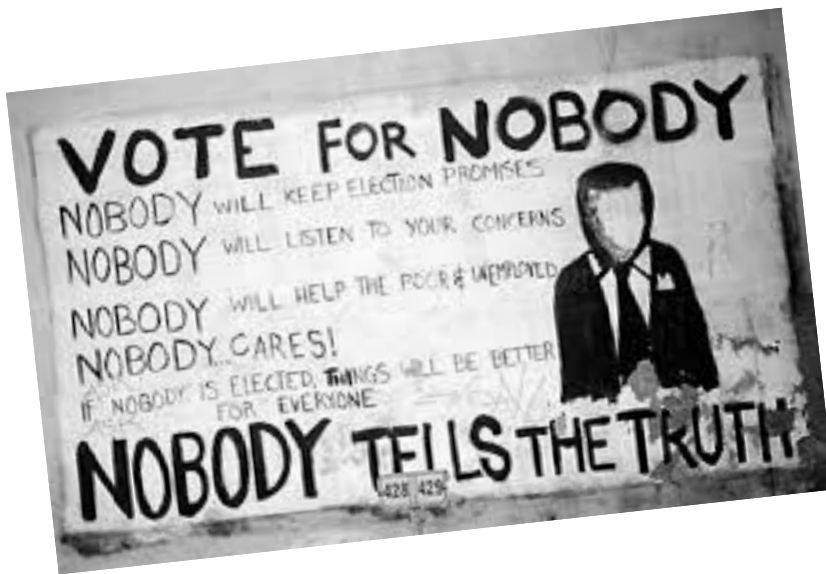


Figuring out what's on the ballot and whom to vote for can be mind-boggling, but there are some shortcuts...

- Do you know about VOTE411? (explain)
- Check out candidate websites, but remember they are biased.
- Ask your friends to help, and share the information.
- The League is holding a nonpartisan candidates forum on...

Talking around excuses

I don't like any of
the candidates.



- Not voting lets others decide for you.
- No matter how you feel, one has to be closer to your views than another.
- Not voting benefits the one you least want elected.
- Voting in primaries helps choose the candidates.

Talking around excuses

I'm protesting
against the
system.

And those in power
appreciate your support
for the status quo.



6. Example conversations



Example #1

Hi, I'm Elizabeth, your neighbor over on Saint Ives. And I'm just out today talking with 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 to be a voter? ... Do you know where to vote? ... For me, I usually go on my way to work because that works for me. Do you know what time you'll be voting? ... A tip, if you don't mind: Just set your alarm a little early so it gives you some extra time.

The official record shows that you voted in 2012 and 2016, but not in 2018. Can I count on you being a voter this year?

The last thing I have is, do you have any questions about voting? ... So we have you down for voting in the morning on ____ at ____ and we'll follow-up with you after the election just to see how it went. Thanks for your time.

Example #2

Hi, I'm Elizabeth. I'm out here today for the local League of Women Voters collecting reasons why people vote. Do you have a few minutes to talk to me? ... So, on a scale from 0 to 10, with 0 being I'm never, ever going to vote; 5 being I might vote, might not; and 10 being I'm a super-voter, I'm always going to vote, and I'm definitely voting in this election, what number describes you? ... And why did you say 6 instead of 2? ... Well, the fact that you think voting is important is totally awesome, and I completely agree. Because of that, would you mind taking a pledge to vote? ... Can you just fill this out for me? ... And if it's ok with you, we'd love to send you a text reminder before Election Day. Thank you so much.

Example #3

Can we count on you being a voter on or before Election Day?

If yes: Great! It sounds like a lot of people in [community] will be voting this year. It's an important election, and we're so excited that you'll have the chance to stand up for our community by casting a vote. Can I remind you of your polling place? ... Do you know when you might be voting on Tuesday...morning, afternoon, evening? Do you have a plan for getting there?

If no: OK, what other information can I provide to you to help make voting a little easier? I'd be happy to tell you a little more about what to expect at the polls....

Example #4

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?

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