

GOTV turnout conversations

Activity: What is a turnout conversation and why is it important?

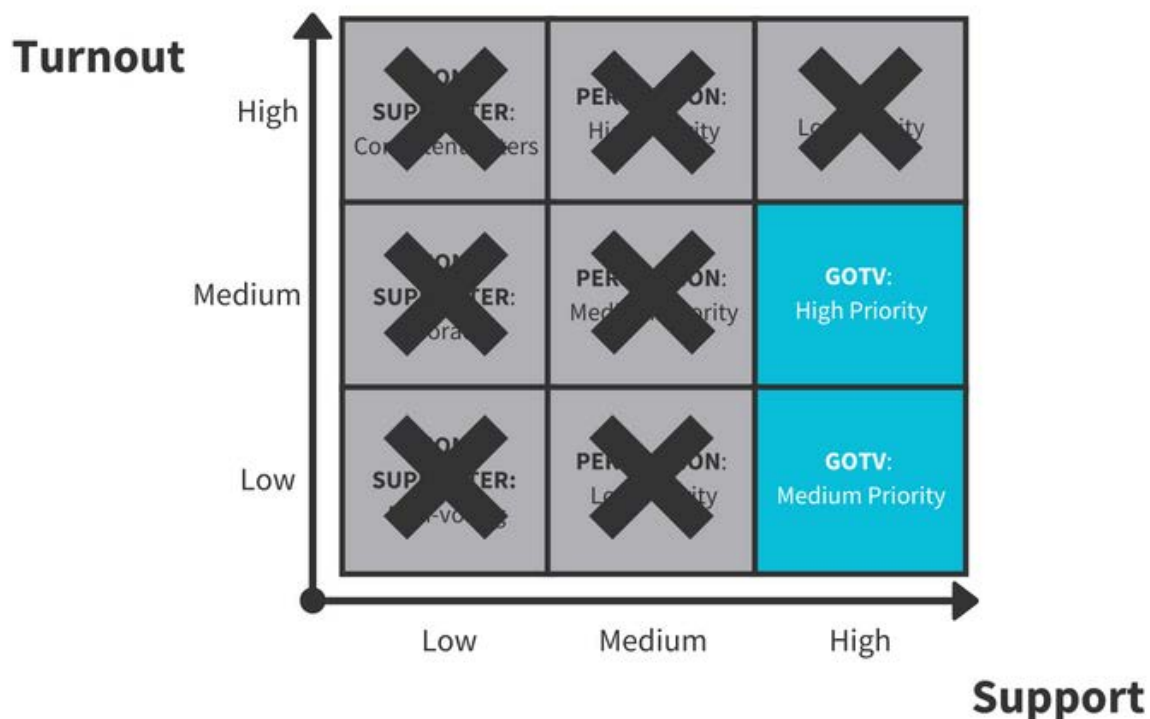
NOTES:

Why do turnout conversations work?

- Accountability to vote
 - Creates social pressure
- Pledging to vote
 - Reminds voters of the norm of voting
 - Voters who pledge to vote are more likely to turnout than those who don't
- Vote planning
 - Vote planning effectively cuts through the quick yes/no responses you might get from voters

NOTES:

Understanding the audience for turnout:



Elements of GOTV turnout conversation

- Getting a commitment
- Making a plan to vote

NOTES:

GOTV conversation framework

Step 1: Confirm their support for your cause and remind them of key voting deadlines

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Step 2: Make a plan with the voter

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Step 3: Get a commitment from the voter and ask them to verbalize their reasons

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Step 4: Don't focus on issues or candidates

NOTES:

Activity: Scenario 1

Notes:

Keep these points in mind:

- Local Touch
- Voter accountability
- Commitment to vote
- Plan-making
- Thanks for voting

Activity: Scenario 2

Notes: