

Voter Communication Strategies

Why Conversations and Multiple Contacts?

Voter Conversations vs. Voter Contacts: Politics as usual typically involves a quick **voter contact** through a mailing, a brief phone call, or dropping off voter guides. The way the Rural Organizing Project has seen success building local capacity is through **voter conversations**. A voter conversation is a deeper engagement which looks like a face-to-face or phone conversation, a presentation to a group, or filling out a survey. A litmus test for a voter conversation vs. a voter contact is if you call the person up a month later, will they remember that they talked to you (or saw your presentation, or filled out your survey). A voter conversation goes deeper than just sharing materials – it's the beginning of a relationship.

Multiple Contacts: Engaging voters multiple times not only increases the chances that the voter will use the information we provide them, but also starts to build a relationship with someone who may be your next human dignity group supporter, volunteer, or member. The multiple contacts strategy is used by electoral campaigns; often they find out how you feel about the issue or candidate and they come back later to make sure you vote. The difference between an electoral campaign and human dignity groups is that the electoral campaign shuts down after the election. Our human dignity groups will find out who is engaged by our group's values and vision and develop a relationship with them, inviting these folks to engage with us beyond the election cycle through group activities, meetings, or volunteer opportunities.

Voter Communication Tactics:

- **Door-to-Door:** The best way to build relationships is face-to-face through door knocking. Gather your volunteers to canvass on the weekend of October 22nd-23rd — right after ballots should be in mailboxes across the state.
- **Over the Phone:** Call through your group's list of supporters, or the Rising American Electorate voter lists for your county (provided by ROP), and have them commit to voting this election! Use our handy courtesy call script if you're not sure what to say.
- **Events:** Attend your farmers market or county fair. Hand out STAND Voter Guides and engage with folks in a conversation around the upcoming election!
- **Presentations:** Do a presentation to your union, a service agency, the Rotary, or another community group. ROP can help prepare you!
- **Among Peers:** Give STAND Voter Guides to people at your book group or at the little league game.
- **Supportive Businesses:** Ask them to put the STAND Voter Guide in a visible and accessible spot.
- **Online:** The STAND Voter Guide will be available at www.ROP.org. Email a link with a personal message to your out-of-town friends and share the information on Facebook.

Tools for Voter Conversations and Multiple Contacts:

- **Candidate Questionnaire:** Hand out Candidate Questionnaires at candidate forums or town halls. If people use the language or information from these materials in their questions, engage in a conversation with them after the event. Don't forget to get their phone number, email address, and mailing address so you can get a STAND Voter Guide in their hands!
- **Voter Pledge:** As you canvass, give presentations, or work a booth at the County Fair, ask the people you met to sign a Pledge to Vote by November 8th! This will get you their contact information to follow up with a friendly reminder email or an event invitation. Coming soon from ROP: a pledge for voters and candidates to get money out of politics.
- **Thank You Card:** How often do you get a thank you card in the mail or over email? Isn't nice to be appreciated? Let's go back to those folks who voted and thank them!
- **Event Invitation:** A month or so before Election Day, hold a ballot forum where your group invites your new enthusiastic contacts to attend. ROP can come lead a ballot forum in your community. The invitation will jog their memories about your group, even if they don't make it to the forum!