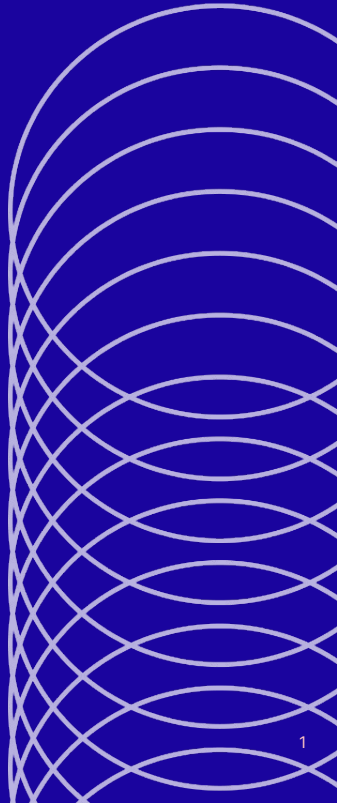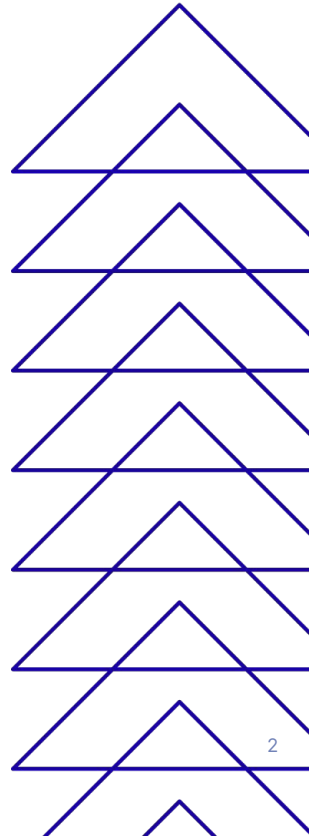# Vote tripling pledge collection while textbanking

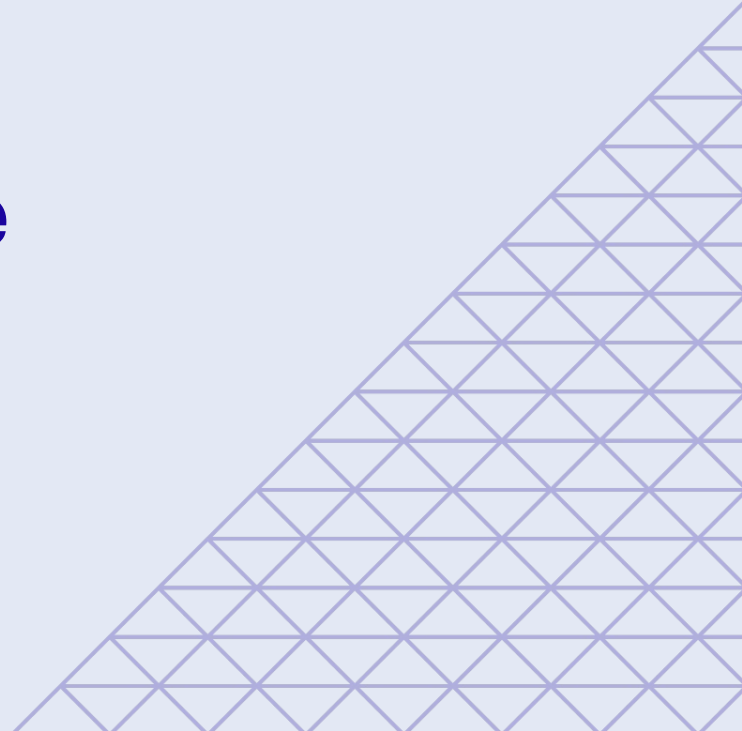How to maximize every text with a supporter.

Our session goals

- Vote tripling via text, and why we think collecting pledges is effective
- How to collect a pledge while textbanking
- How to triage messages and prioritize your time
- Understand data entry and how to record pledge information

Vote tripling via text, and why it is effective

Vote tripling is about activating the **97% of Democrats** who don't volunteer, to **turn out** their friends and family **to vote.**
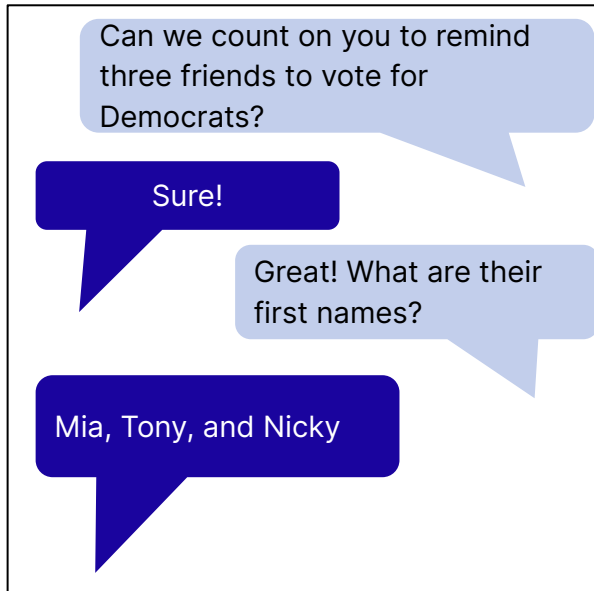
voterev

Rather than asking voters:
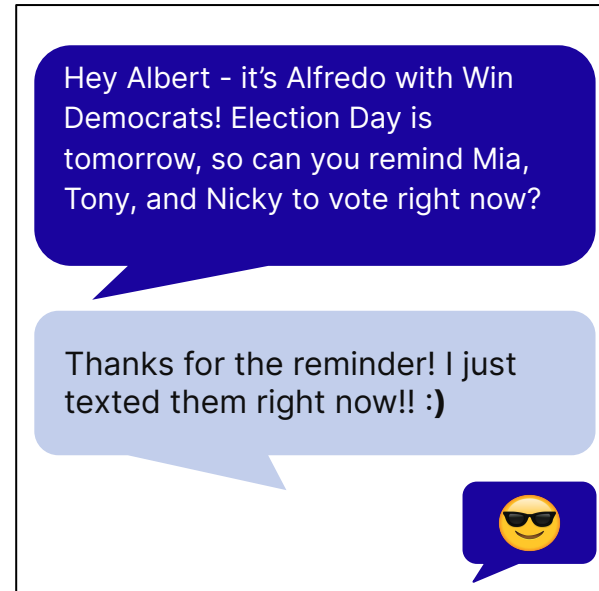**"Can we count on you to vote?"**

We're asking voters:
"**Can we count on you to remind three friends to vote?**"

vote
rev

Vote tripling is just two simple steps

vote
rev

1. Ask over SMS

Can we count on you to remind three friends to vote for Democrats?

Sure!

Great! What are their first names?

Mia, Tony, and Nicky

2. Remind over SMS

Hey Albert - it's Alfredo with Win Democrats! Election Day is tomorrow, so can you remind Mia, Tony, and Nicky to vote right now?

Thanks for the reminder! I just texted them right now!! :)
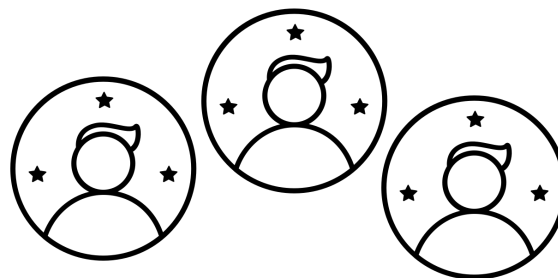
😎

CONFIDENTIAL

Every supporter who pledges can activate their friends closer to Election Day

vote rev

and

Pledges boost turnout of voter

Generate additional turnout boost from friends they remind to vote

How to have vote tripling conversations while textbanking

Four best practices when sending SMS

1. **Know the script**
    Familiarize yourself with script and possible responses

2. **Send follow up message to get three friends' names**
    Know who your supporters will get to vote and save this information so we can send the supporters a personalized reminder before Election Day

3. **Check for new responses**
    Appropriately address new responses as they come in during your shift

4. **Record the data immediately**
    Record data <u>as you get it</u> to maximize your impact

Let's take a look at a script

Hi Inna! It's Ani with Win Democrats. We know we need everyone to win! Can we count on you to remind three friends to vote?

Yes!

Great! What are their first names?

Why is it important to ask for the three names?

Because the more **specific** you are, the more likely someone is to **remember** and take action, and the more likely Democrats are to **win in November**.

Remember me,

We often seen four buckets of responses

1. Supporter

Yes!

Sure.

Of Course

Definitely!

Yes, and I'll make sure they vote Democrat

2. Negative, opt out

Stop

I moved and don't live in that state anymore

Take me off your list!!

I'll make sure to vote against her!

Lose my number

I'll never vote Democrat!

3. Skip but don't opt out

No

They call you

I don't talk politics

I'll tell people if they ask. But I won't reach out.

I appreciate your work but won't tell my friends how to vote

4. Custom response needed

Where do I vote?

I'll do what I can

Already did!

All my friends are Republican

Did they change how we vote? What do I need?

Overcoming a no and common hesitations

"All my friends vote" or "I don't think they need a reminder"	Research shows people overestimate friends' voting habits. **Share an anecdote of reminding someone in your life**
"I don't want to give out my friends' names…"	Assure them that they can **add nicknames like "mom" or "bff,"** as long as they know who to text.
"I don't want to share my friends' personal info"	Understand and assure them that **we will only text them** with a friendly reminder closer to Election Day. We don't need friends info beyond names
"I can't think of who to remind"	Respond that many people remind **a family member, a neighbor, and a coworker.** Some like to remind a forgetful friend!

What are other good ways to respond?

What to expect sending SMS for one hour

You will send
300
SMS per hour
(including follow
ups & data input)

About
7%
you text will
pledge to remind
3 friends

Meaning that
63
potential
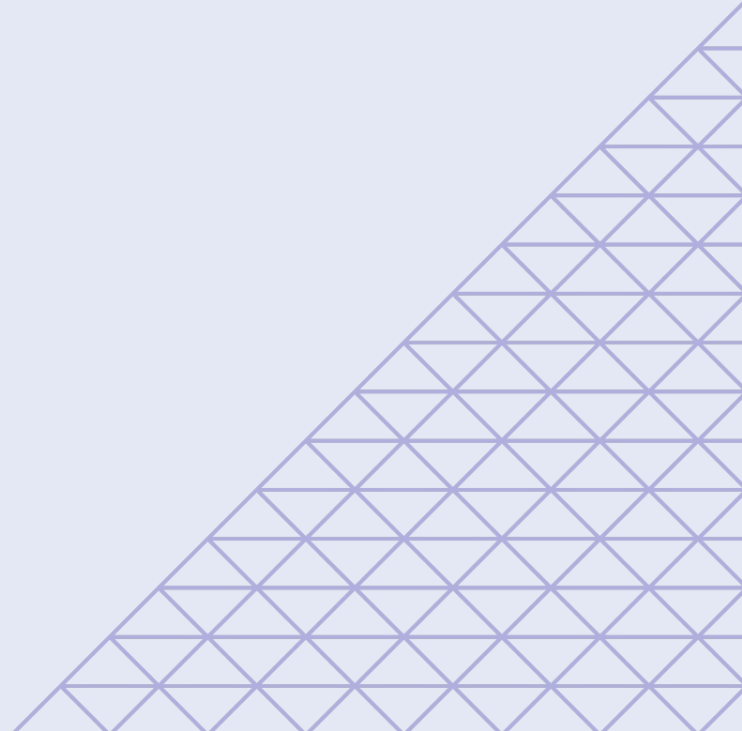Democrats will
be activated to
vote per shift

What to expect sending SMS for a 3-hr shift

You will send
900
SMS per hour
(including follow
ups & data input)

About
7%
you text will
pledge to remind
3 friends

Meaning that
189
potential
Democrats will
be activated to
vote per shift

How to record the pledge data properly

Recording data correctly ensures we can send reminder texts closer to Election Day!

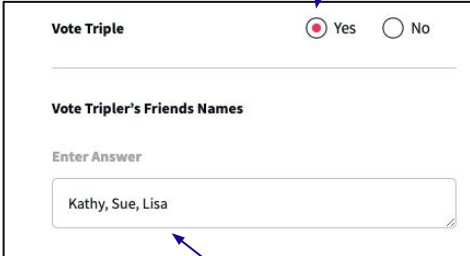# Entering data: the supporter shares names

Hi Inna! It's Ani with Win Democrats. We know we need everyone to win! Can we count on you to remind three friends to vote?

Great idea. I'd be happy to.

Great! What are their first names?

Kathy, Sue, Lisa.

Record **'yes'** to vote tripling survey ask

Vote Triple   ● Yes   ○ No

Vote Tripler's Friends Names

Enter Answer

Kathy, Sue, Lisa

Record names if they respond

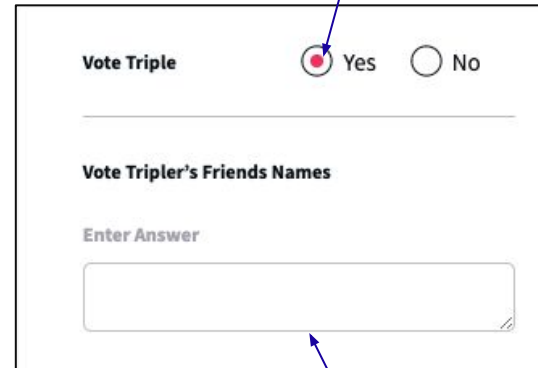vote rev

Entering data: the supporter gives no names

Hi Inna! It's Ani with Win Democrats. We know we need everyone to win! Can we count on you to remind three friends to vote?

Sure!

Great! What are their first names?

They don't reply back with names

Record **'yes'** to vote tripling survey ask

Leave blank if no name is provided
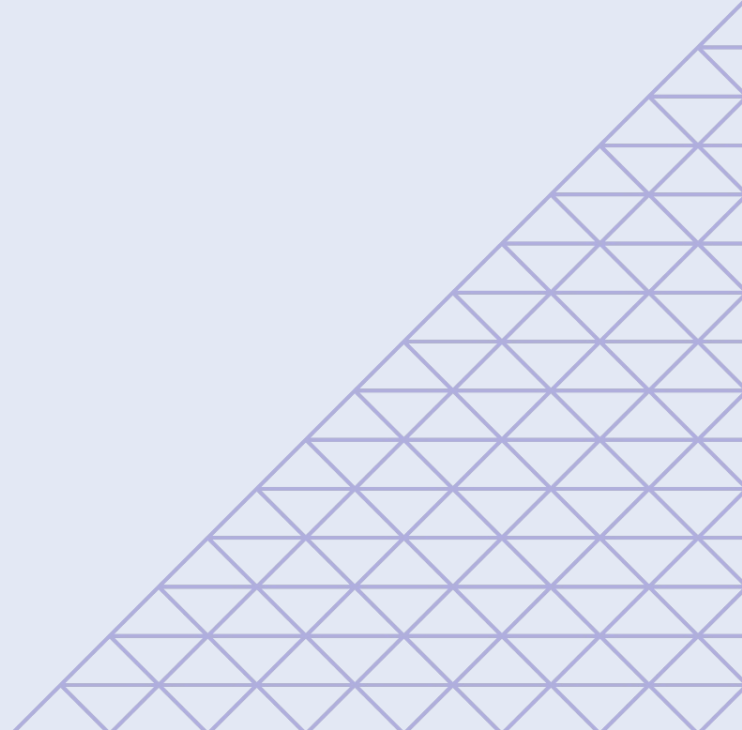
Vote Triple   ● Yes   ○ No

Vote Tripler's Friends Names

Enter Answer

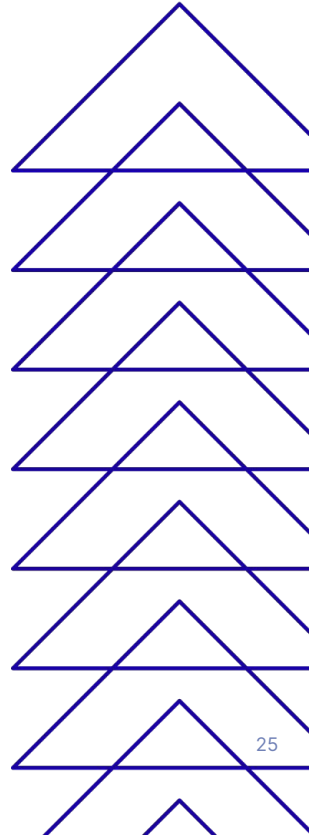# Make sure to enter data as you go and after every conversation.

Discussion: How do you know when to opt someone out?

Key takeaways

Key takeaways

- VTPC while textbanking is very effective at turning out Democratic voters and their networks

- We should be persistent, clear, and unapologetic when asking for the names of their three friends

- Data is key - always make sure to record their contact information & their friends' names **as you receive it**

- Every pledge is a win - even if the numbers seem small, they are powerful

Questions & answers