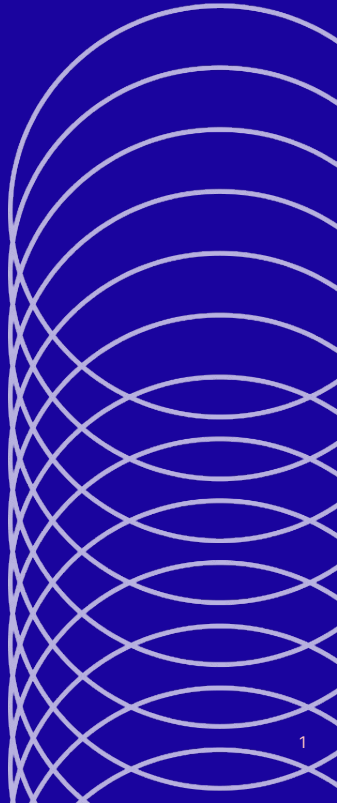


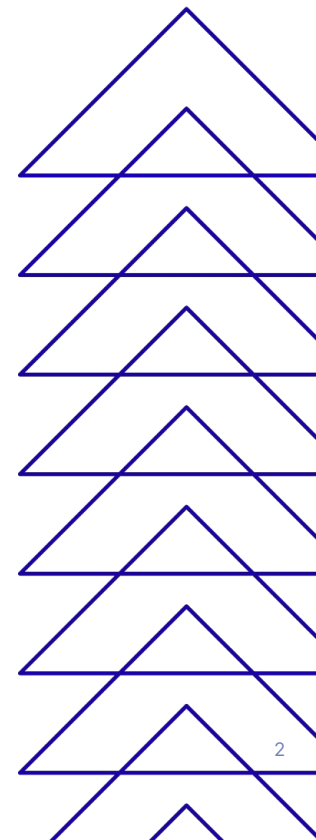
# Vote tripling pledge collection while textbanking

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 supporters** who don't volunteer, to **turn out** their friends and family **to vote**.

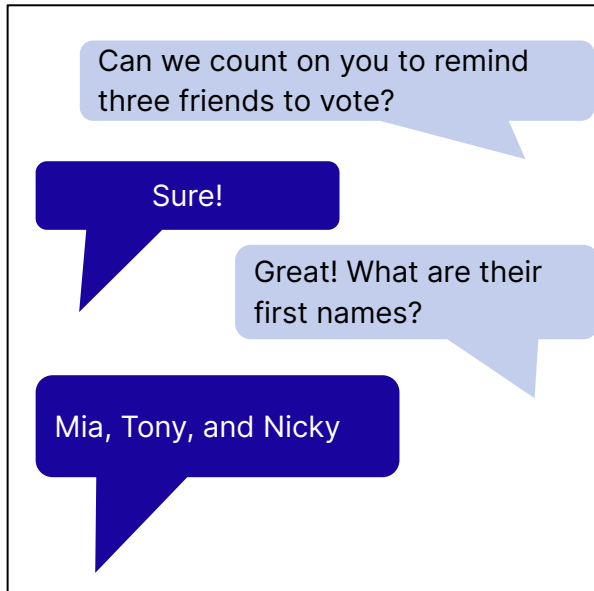
Rather than asking voters:  
**“Can we count on you to vote?”**

We're asking voters:

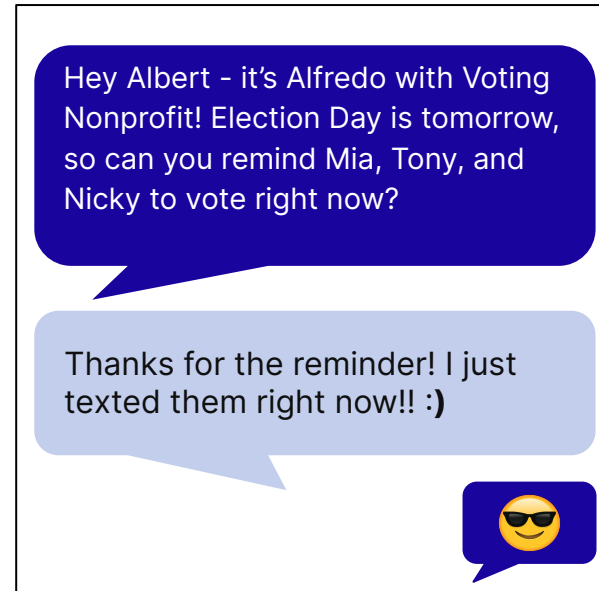
**“Can we count on you to  
remind three friends to vote?”**

# Vote tripling is just two simple steps

## 1. Ask over SMS



## 2. Remind over SMS

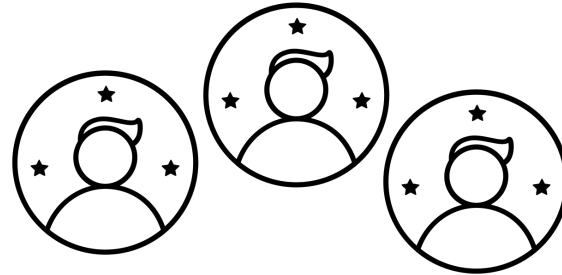


# Every supporter who pledges can activate their friends closer to Election Day



Pledges boost  
turnout of voter

and



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 as you get it to maximize your impact

# Let's take a look at a script

Hi Inna! It's Ani with Voting Nonprofit. We want to make sure everybody votes! 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 we are to increase voter turnout in November.**



# We often see four buckets of responses

## 1. Supporter

Yes!

Sure.

Of Course

Definitely!

Yes, and I'll make sure they vote!

## 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 you!

Lose my number

I'll never support your cause!

## 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 already voted

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

# Overcoming a no and common hesitations

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

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 voters  
will be activated  
to vote per shift



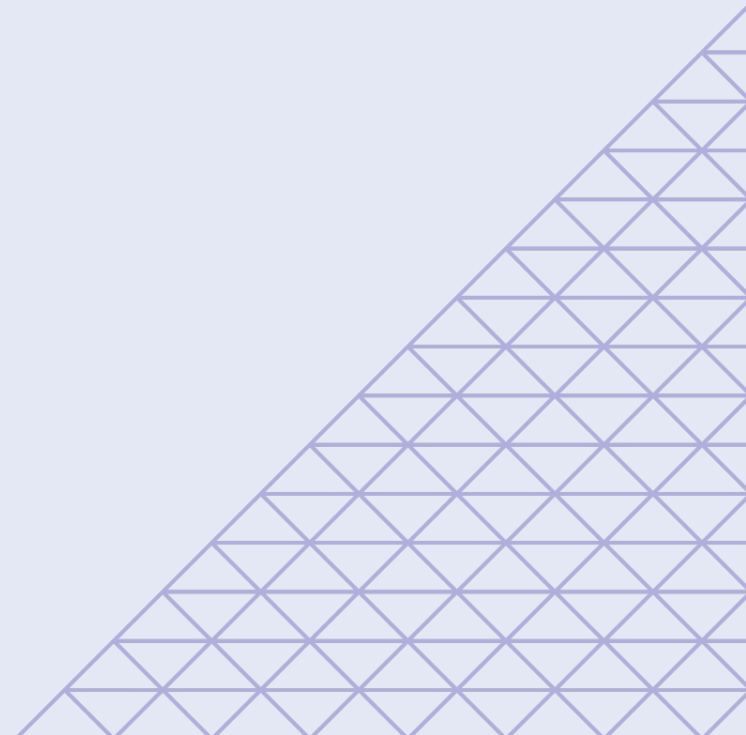
# What to expect sending SMS for a 3-hr shift

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 voters  
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

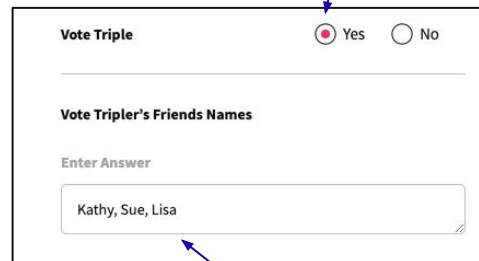
Hi Inna! It's Ani with Voting Nonprofit. We want to make sure everybody votes! Can we count on you to remind three friends to vote?

Great idea. I'd be happy to.

Great! What are their first names?

Kathy, Sue, Lisa.

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



The screenshot shows a form titled "Vote Triple" with a "Yes" radio button selected and a "No" radio button unselected. Below the title is a horizontal line. Underneath is the label "Vote Tripler's Friends Names" followed by the instruction "Enter Answer". A text input field contains the text "Kathy, Sue, Lisa".

Record names if they respond

# Entering data: the supporter gives no names

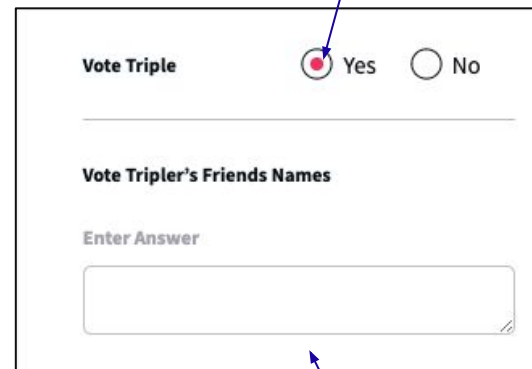
Hi Inna! It's Ani with Voting Nonprofit. We want to make sure everybody votes! Can we count on you to remind three friends to vote?

Sure!

Great! What are their first names?

They don't reply back

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



**Vote Triple**  Yes  No

---

**Vote Tripler's Friends Names**

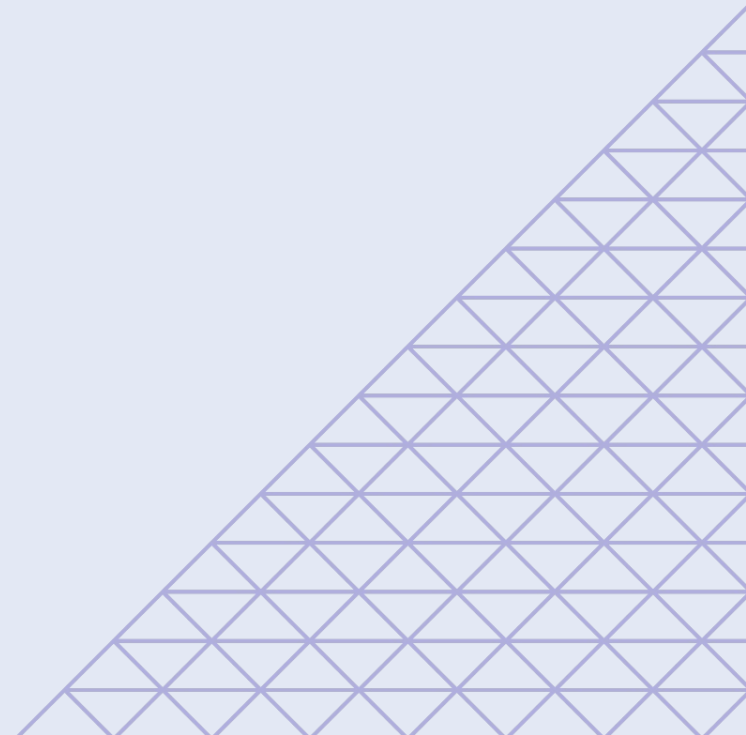
Enter Answer

Leave blank if no response or name provided

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

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

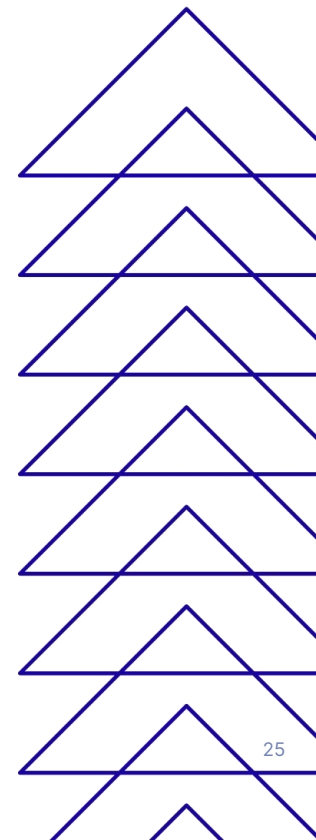
# Key takeaways





# Key takeaways

- VTPC while textbanking is very effective at turning out supporters 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

