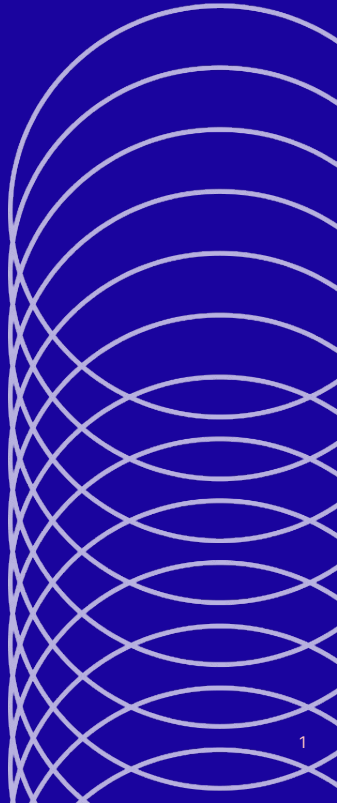


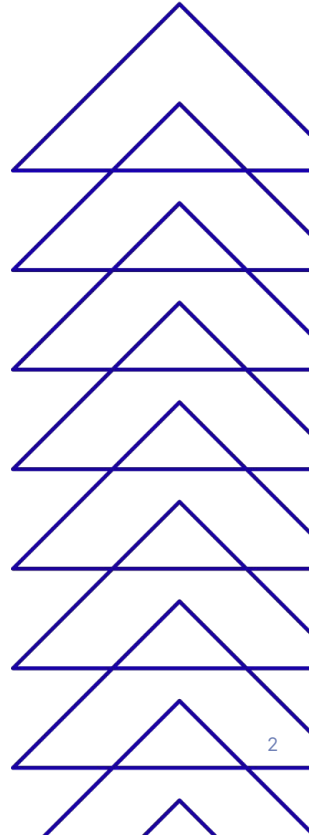
Vote tripling pledge collection while phonebanking

How to maximize every phone call with Democratic supporters.

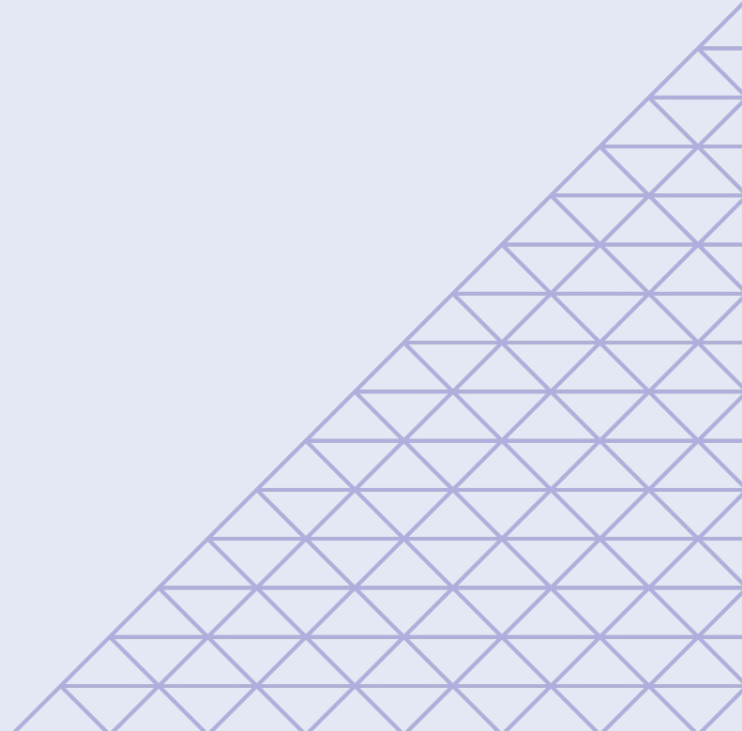


Our session goals

- Vote tripling via phones, and why we think collecting pledges is effective
- How to collect a pledge while on the phone
- How to record pledges in VAN OPEN Virtual Phonebank



Vote tripling via phones, 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.**

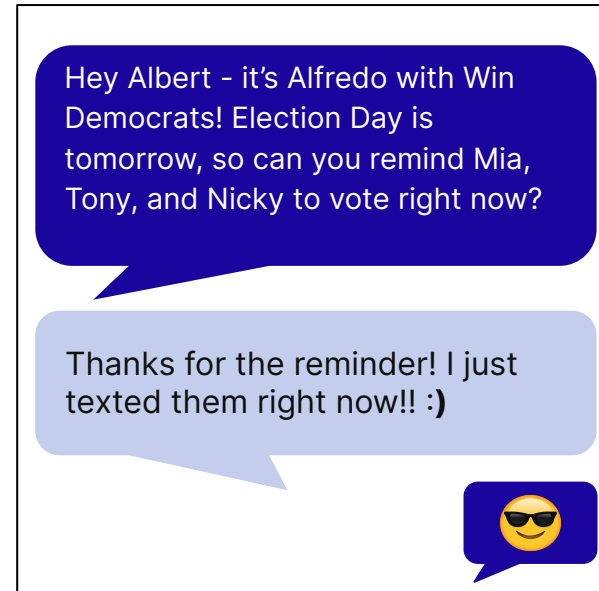
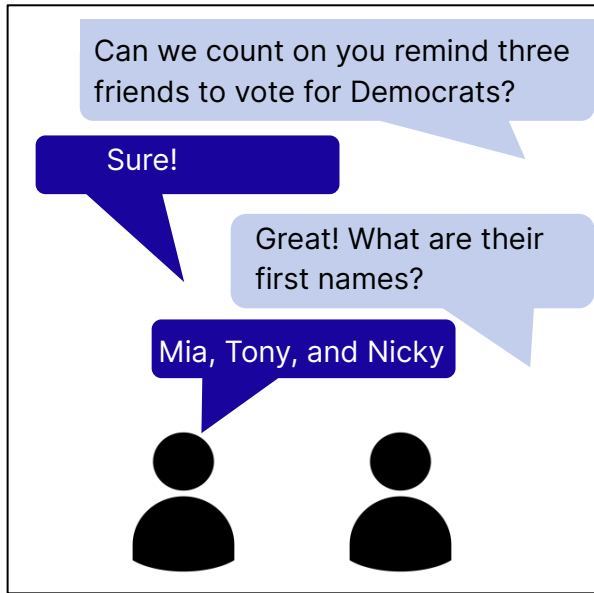
Rather than asking voters:
“Can we count on you to vote?”

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 the phone
2. Remind over SMS

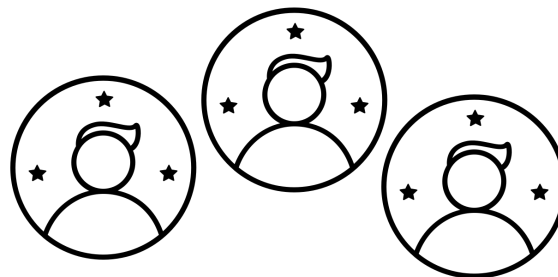


Every Democrat who pledges can activate their friends closer to Election Day



Pledges boost turnout of voter

and



Generate additional turnout boost from friends they remind to vote

How to have vote tripling conversations while phonebanking



Making the VTPC ask on the phones

If a supporter but
won't volunteer

If yes

Follow
your
script

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

“Great - who are the three friends
we can count on you to remind?”

Sample conversation



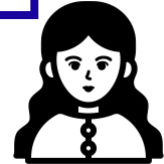
We know we need everyone to win! Can we count on you to remind three friends to vote?

Sure!
I can do that!



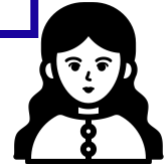
Thanks! I'm reminding my sister, cousin and friend John. Who are you thinking of reminding?

My Mom, Jane, and Antonio!



Great! Finally, can you confirm your cell #?

It's
555-867-5309







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.



Overcoming a no and common hesitations

<p>“All my friends vote” or “I don’t think they need a reminder!”</p>		<p>Research shows people overestimate friends’ voting habits. Share an anecdote (e.g. “I thought the same thing and then I reminded my sister and she had forgotten it was Election Day last year.”)</p>
<p>“I don’t want to share my cell #” “I don’t want to share my friends’ cell numbers”</p>		<p>Understand and assure them that we will only text/call them with a reminder closer to Election Day! We won’t contact their friends</p>
<p>“I don’t want to give out my friends’ names...”</p>		<p>Assure them that they can add nicknames like “mom” or “bff,” as long as they know who to text.</p>
<p>“I can’t think of who to remind”</p>		<p>Share that many people take a moment to decide, and a lot remind a family member, a neighbor, and a coworker.</p>

What are other good ways to respond?

What to expect during a shift

We know that
20 - 45%
of supporters will
pledge to remind
three friends

About
45%
of people will
share three
friends' names

Meaning that
12
voters will be
activated to vote for
Democrats per shift
(if 20 convos)

How to enter data into VAN OPEN VPB



Entering data: VAN OPEN VPB

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

Sure!

Great! I'm reminding my cousin and friend Jane. Who will you remind?

I can remind Janice, Max, and my sister

Select the activist code or Yes

Can I count on you to get three friends to vote?
 Vote Tripling

Notes

#VT: Janice, Max and your sister

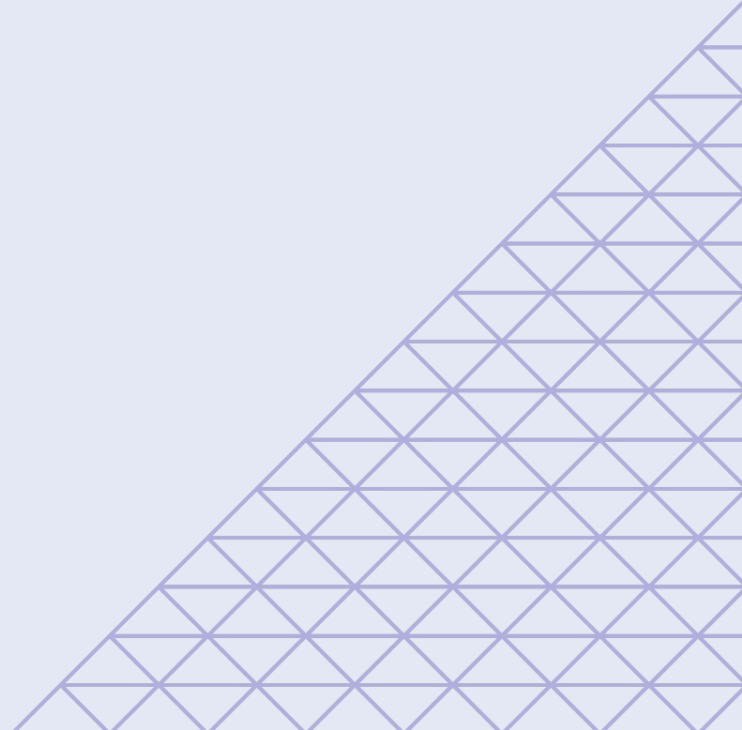
Options

Save

Record names if they share (#VT: *Name 1, Name 2, Name 3*);
leave blank if they don't

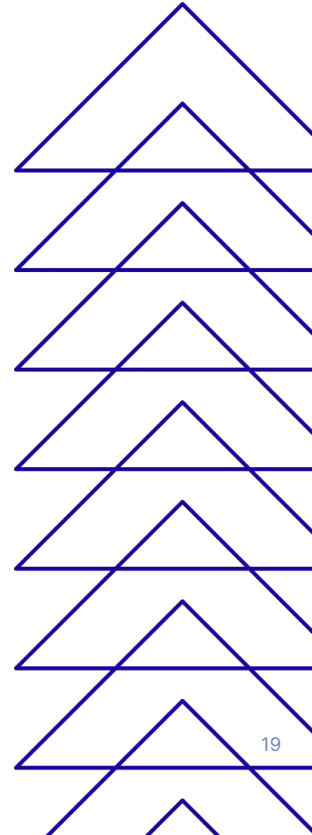
Recording data correctly ensures we can send reminder texts

Key takeaways



Key takeaways

- Vote tripling via phones is very effective at turning out Democratic voters and their networks before Election Day and during Early Vote
- Pitch everyone you talk to, and share examples of who you will remind to help the supporter think of three friends
- **Data is key** - always make sure to record their contact information & their friends' names
- Every pledge is a win - even if the numbers seem small, they are powerful



Questions & answers

