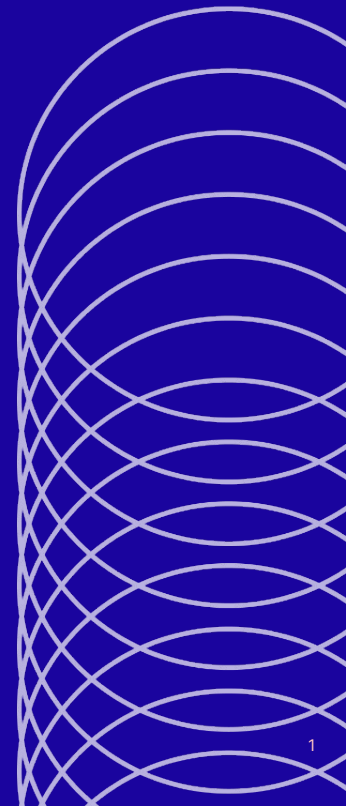


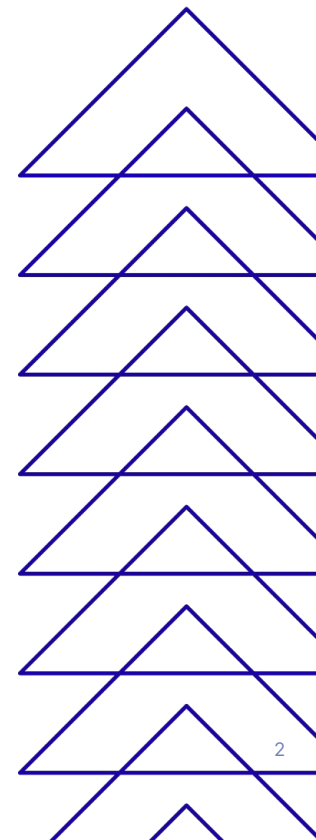
Vote tripling pledge collection while canvassing

How to maximize every conversation on the doors.



Our session goals

- Vote tripling while canvassing, and why we think collecting pledges is effective
- How to have a vote tripling conversation while at the doors
- How to record pledges on paper and in MiniVAN

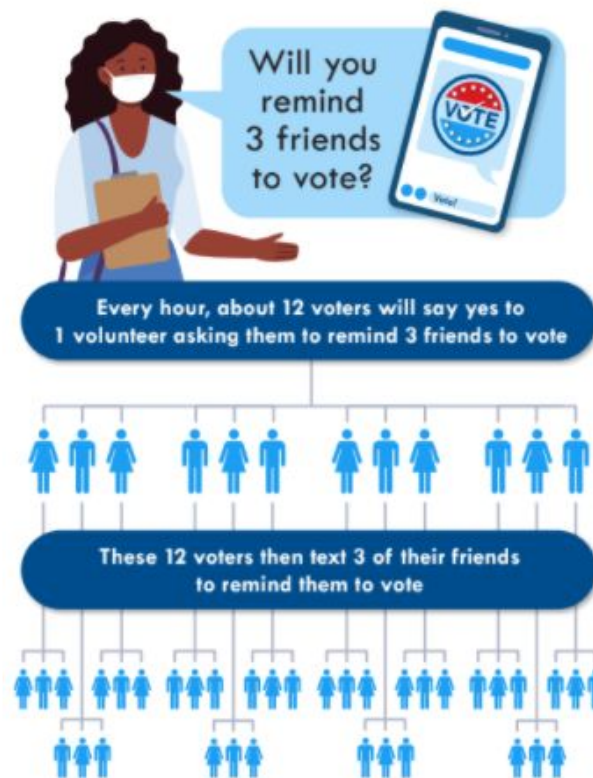


Vote tripling while canvassing, and why it is effective



Vote tripling is relational organizing at scale

- People are the best at getting their friends to vote
- VTPC helps get more votes from each conversation!
- If one pledger reaches out to three friends, they **3x their impact with a simple text!**



Vote tripling is just two simple steps

1. Ask at the doors

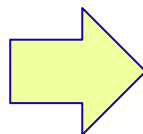
**I'll remind these
3 people to vote!**

1 *Nia*
First name—maybe a *friend*?

2 *Gabriella*
First name—maybe a *family member*?

3 *Darrien*
First name—maybe a *co-worker*?

Albert G. 555-867-5309
My Name My Cell

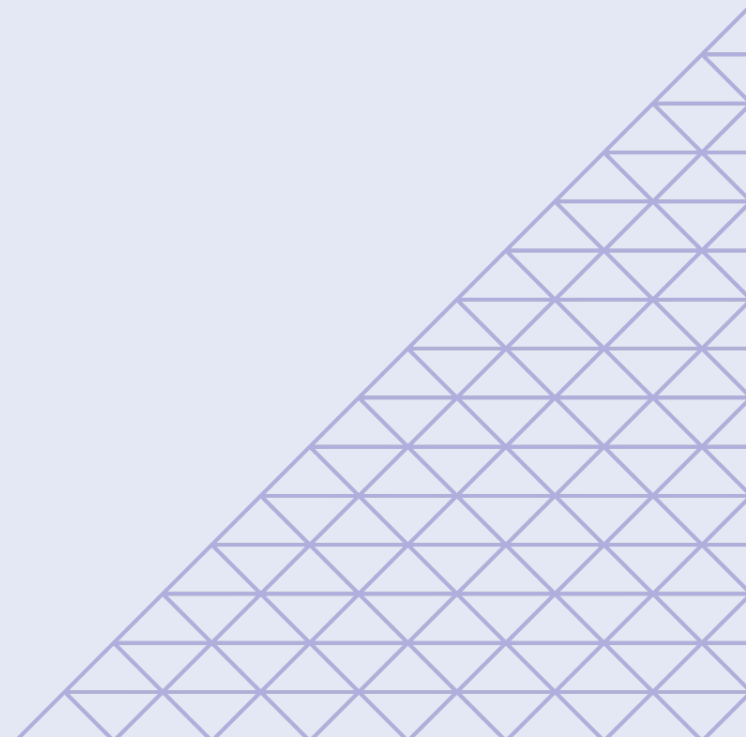


2. Remind over SMS

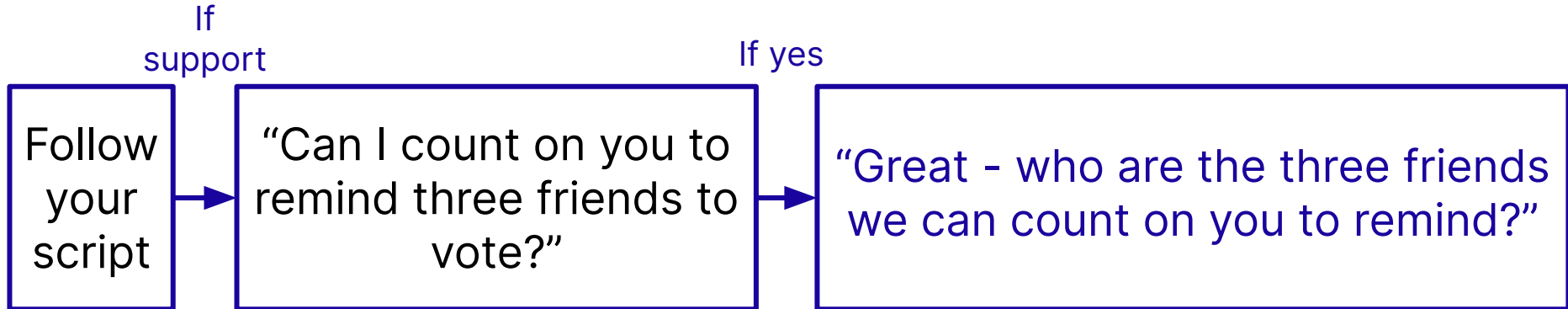
Hey Albert - it's Alfredo with Voting Nonprofit! Election Day is tomorrow, so can you remind Nia, Gabriella, and Darrien to vote right now?

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

Vote tripling conversations on the doors



Making the vote tripling ask



Sample conversation



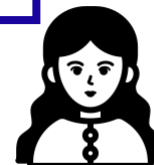
We want to maximize turnout! Can we count on you to remind three friends to vote?

Sure!
I can do that!



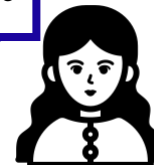
Thanks! I'm reminding my sister, cousin and friend John. Who are you thinking of reminding?

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 we are to **increase turnout 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 them with a reminder closer to Election Day! We won’t text their friends or text them otherwise</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 remind.</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?

Let's give it a try! Take turns
giving the pitch (five minutes)

Sample conversation



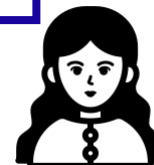
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Sure!
I can do that!



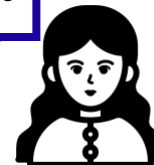
Thanks! I'm reminding my sister, cousin and friend John. Who are you thinking of reminding?

My Mom, Jane,
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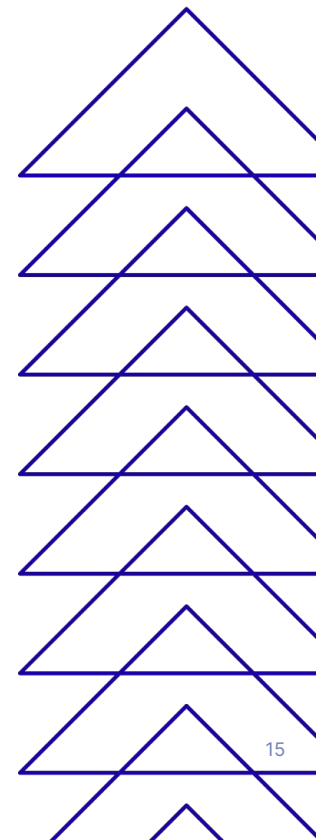
It's
555-867-5309



Welcome back! How'd that feel?

Best practices while canvassing

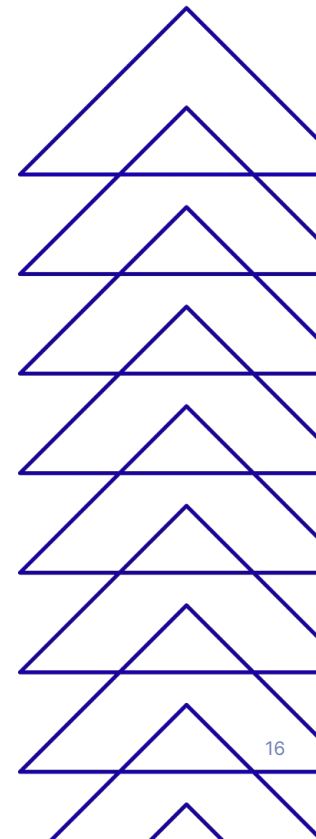
- **Make the ask to every supporter!** Don't give them an out!
- **Make the hard ask quick and compelling** - remind them they're the best messenger
- **Use materials to your advantage** - if you have a pledge card, have the supporter see and hold it as you pitch them
- **Keep track of the data** - we want to send reminder texts!
- **Don't say "vote tripling"** - sounds complicated and will confuse the person



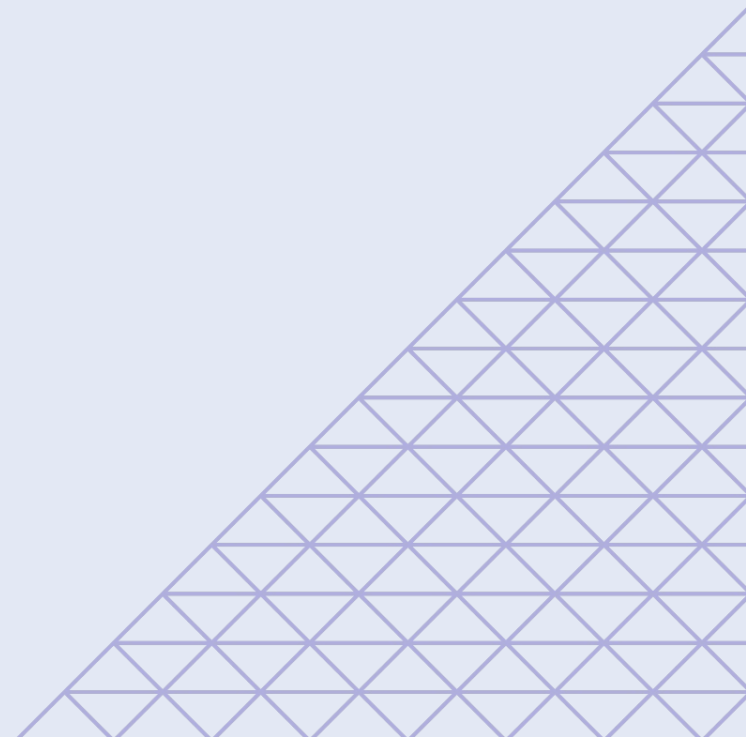
What to expect during a shift

We know that
10 - 15%
will take the
pledge to remind
three friends, and

About
25%
people will share
three friends'
names



The vote tripling pledge card



Collecting pledge cards

Sample pledge card

**I'll remind these
3 people to vote!**

1 _____
First name—maybe a *friend*?

2 _____
First name—maybe a *family member*?

3 _____
First name—maybe a *co-worker*?

_____ My Name _____ My Cell

Complete pledge card

**I'll remind these
3 people to vote!**

1 *Nia* _____
First name—maybe a *friend*?

2 *Gabriella* _____
First name—maybe a *family member*?

3 *Darrien* _____
First name—maybe a *co-worker*?

Albert G. *555-867-5309*
_____ My Name _____ My Cell

Make sure that they provide as much information as they feel comfortable with giving.

Make sure this info is legible! Without it, we can't send them a personalized, timely reminder!

Leverage your materials

- **Match their energy!**
 - Try to **hand them the card** or offer to **complete it for them** if they seem to be in a rush

- The easier you make it, the more likely they are to fill it out

I'll remind these
3 people to vote!

1 *Nia*
 First name—maybe a *friend*?

2 *Gabriella*
 First name—maybe a *family member*?

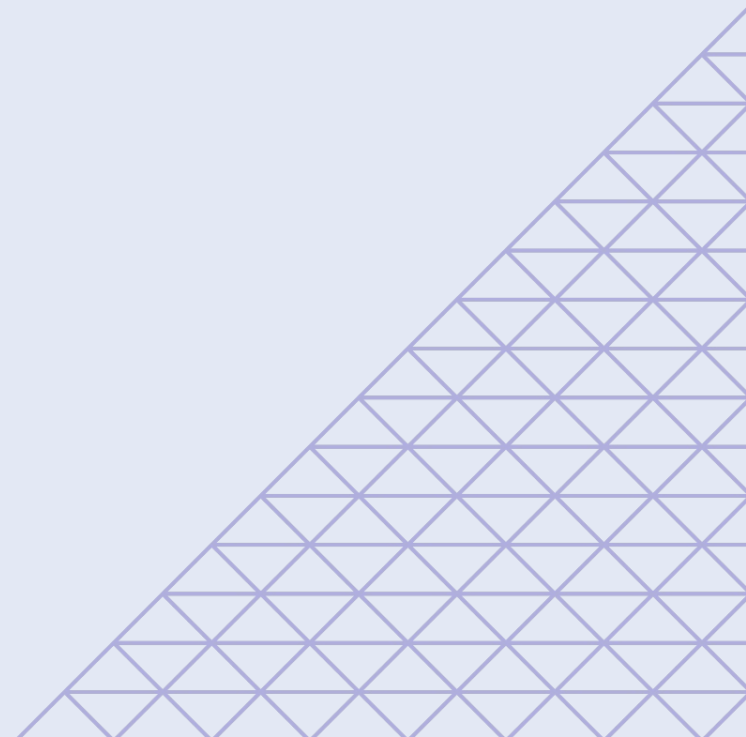
3 *Darrien*
 First name—maybe a *co-worker*?

Albert G.
 My Name

555-867-5309
 My Cell

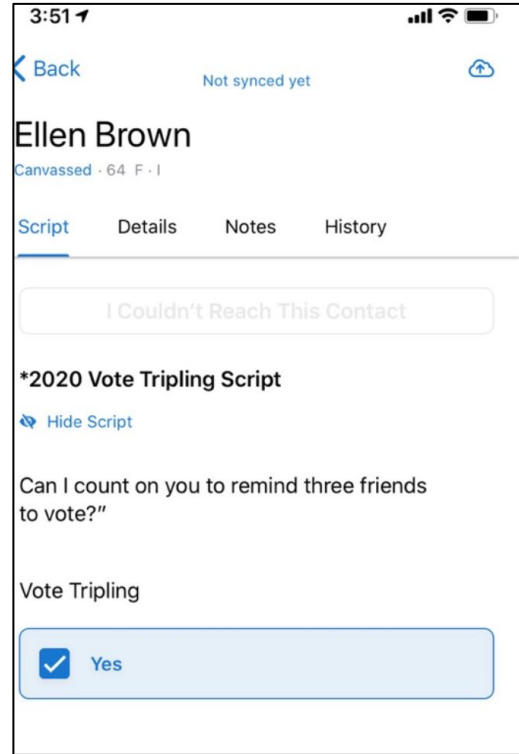
NOTE: If data isn't reported correctly, you can't send reminder texts!

Marking your responses in MiniVAN



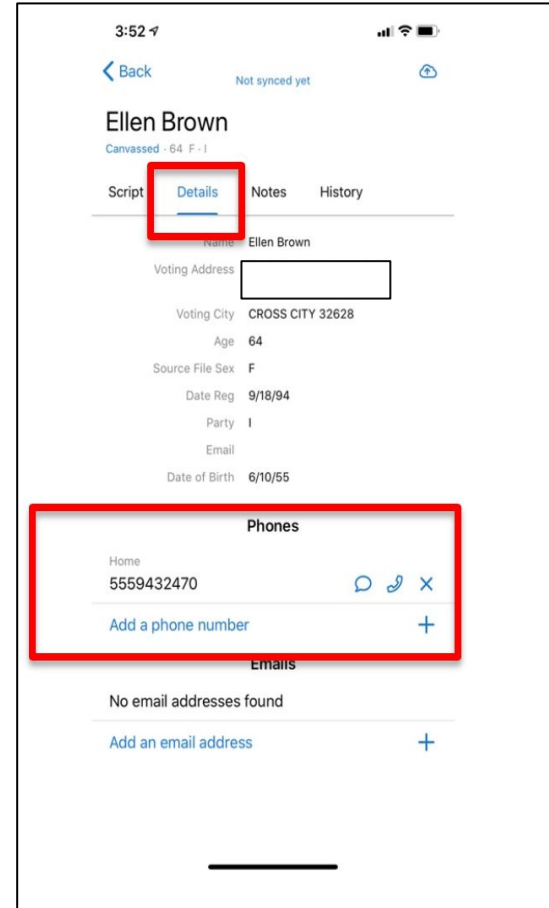
Step 1. Mark responses for vote tripler

If supporter says **yes** to reminding three friends to vote, select **“Yes”** on the **Vote Tripling Activist Code** option.



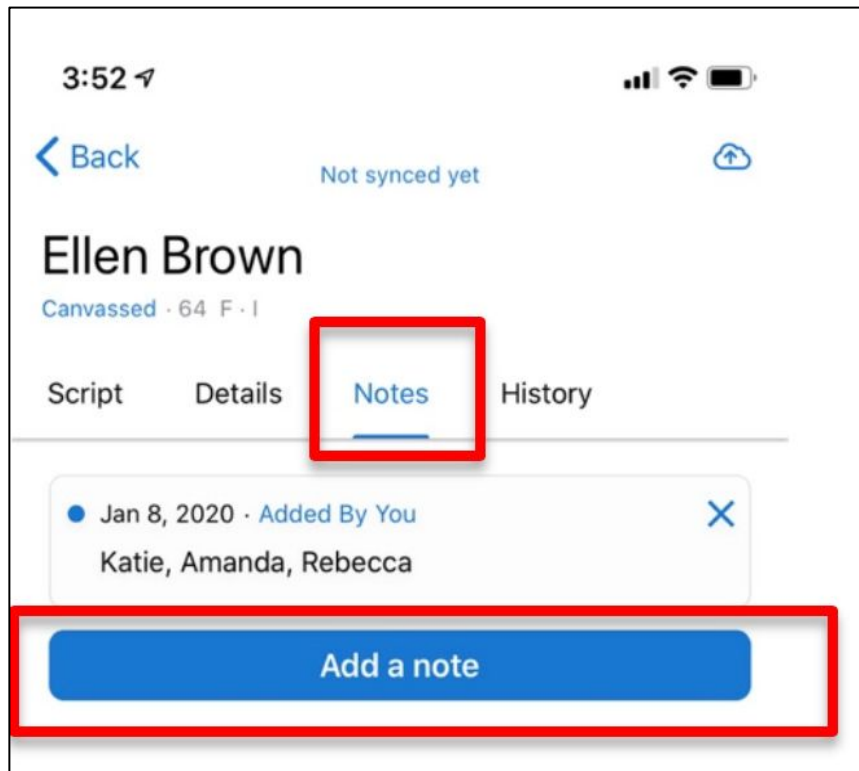
Step 2. Confirm cell number

Go to **“Details”** tab and reference the phone number provide. If the supporter’s number matches the number provided, move on. If not, update it.



Step 3. Add friends' names to "Notes"

Go to **"Notes"** tab and create a new note with the supporter's friends' names using the *"Friend 1, Friend 2, and Friend 3"* format.

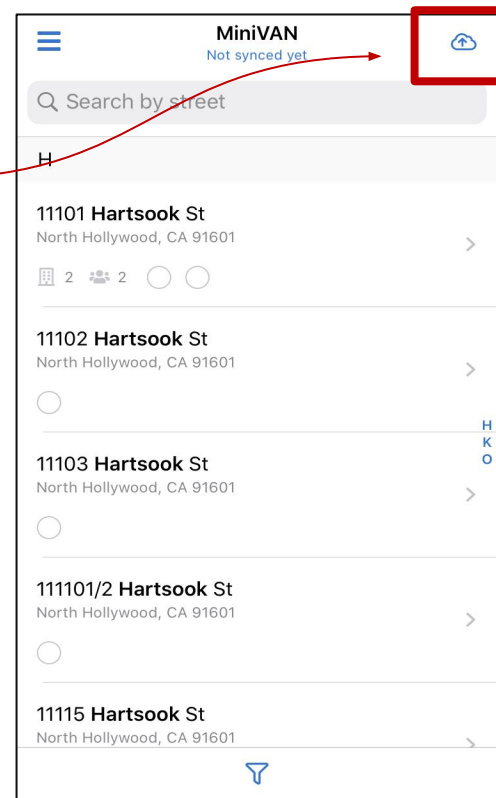


Step 4. Sync your data

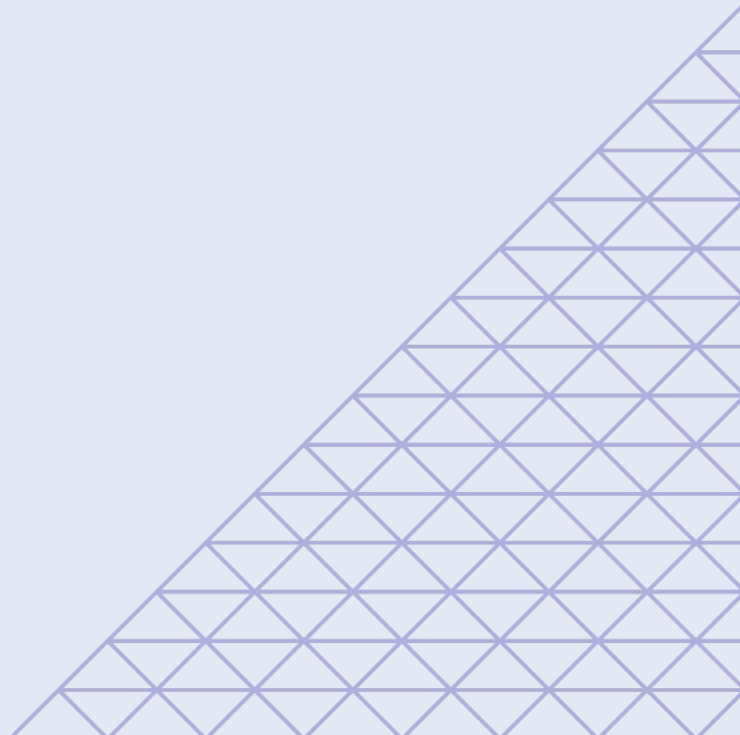
When you're done with your shift make sure to sync your data!

Reminder: You need **two pieces of info** for each person who says YES to reminding three friends to vote

1. Their updated cell phone number
2. Their friend's names

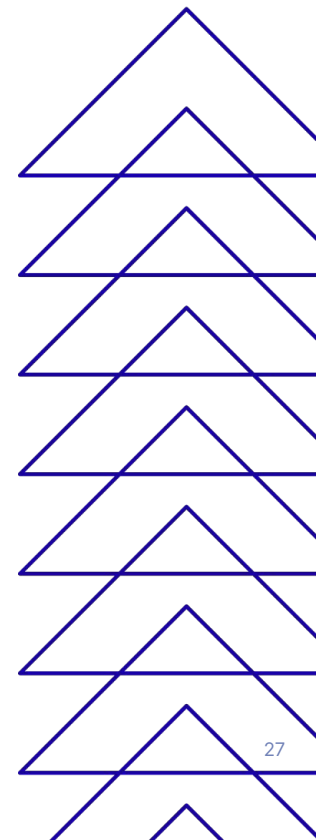


Key takeaways



Key takeaways

- Vote tripling is a simple way of multiplying the impact of every interaction on the doors and increasing turnout in November
- The ask goes at the end of your script and should be quick, clear, & concise
- Use materials and personal examples to your advantage, be persistent and personable
- 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

