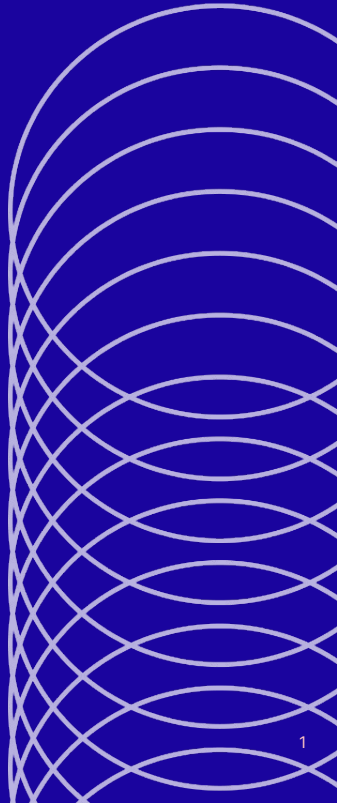# High traffic pledge collection

Turning each Democrat into a vote amplifier!

Our session goals

- Vote tripling at high-traffic locations, and why we think it's effective
- Know how to effectively engage voters: the vote tripling conversation, best practices and goals
- Understand how to track and report data
- Getting set up at a location and other details
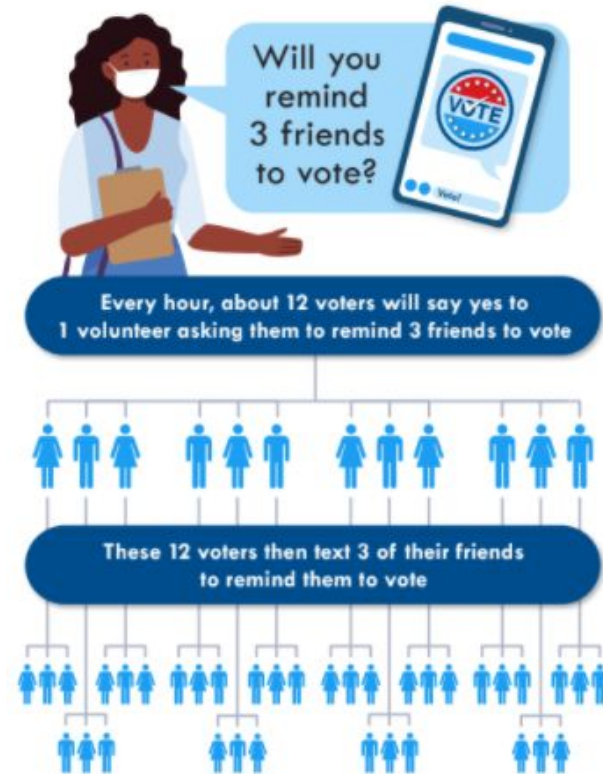- Understand how to pick high traffic locations
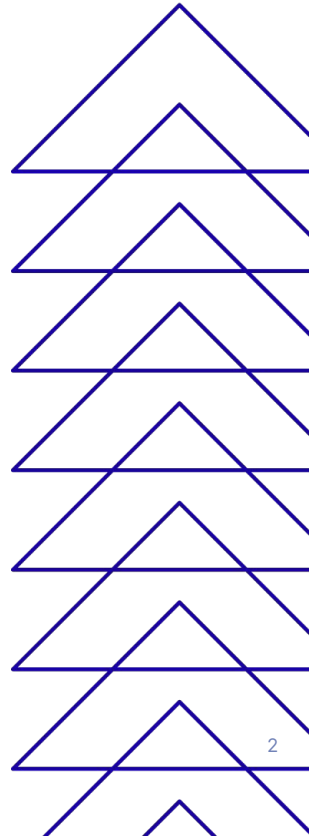
What is HTPC, and why it is effective

HTPC is relational organizing at scale

- People are the best at getting their friends to vote
- HTPC puts you where Democrats are and helps you reach more supporters per conversation!
- If one pledger reaches out to three friends, they **3x their impact with a simple text**!

Will you remind 3 friends to vote?

Every hour, about 12 voters will say yes to 1 volunteer asking them to remind 3 friends to vote

These 12 voters then text 3 of their friends to remind them to vote

High traffic pledge collection

1. Pledge in person

2. Reminder over SMS
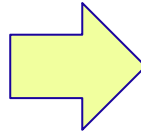
I'll remind these 3 people to vote!

1 Nia
First name—maybe a *friend?*

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

3 Darrien
First name—maybe a *co-worker?*
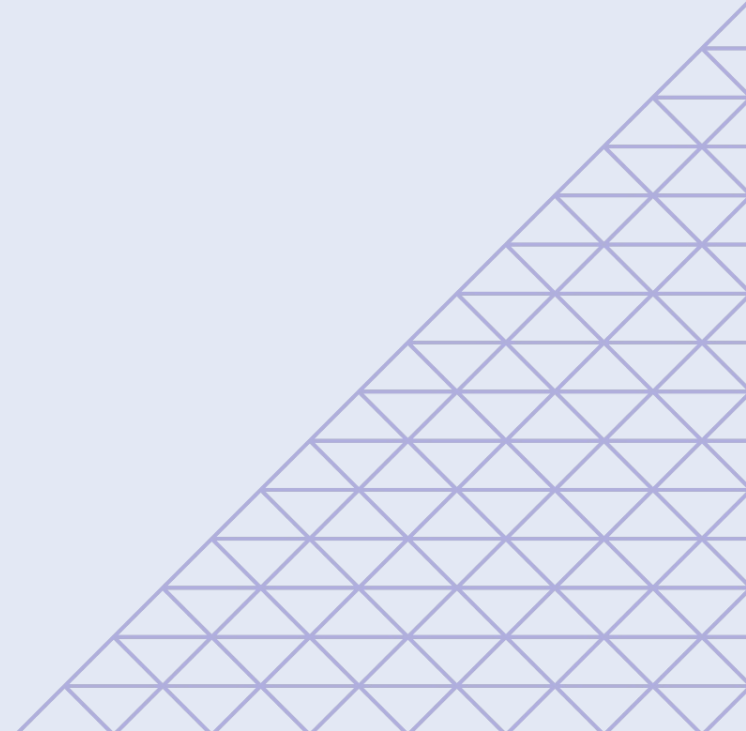
Albert G.   555-867-5309
My Name   My Cell

Hey Albert - it's Alfredo helping elect Democrats! Election Day is tomorrow, can you remind Nia, Gabriella, and Darrien to vote right now?

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

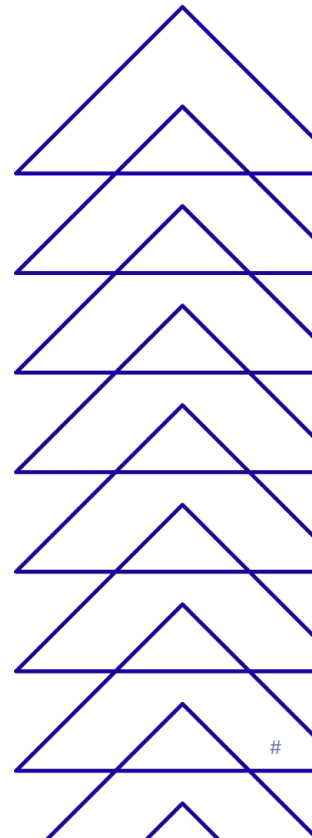# How to approach voters and what to say

Your goal is to get Democrats to fill out a pledge card with the names of three friends!

Sample script

"Hello! My name is ___, I'm volunteering with {{ORGANIZATION NAME}}. Can I steal a minute of your time?

wait for response Thanks! We're out here trying to get more Democrats to vote, and know your friends are more likely to listen to you than a stranger like me.

Who are three people you can count on you to remind to vote?" *turn clipboard toward them or complete card for them*

Overcoming a no and common hesitations

"**All my friends vote**" or "**I already remind my friends to vote**"	Research shows people overestimate friends' voting habits. **Share an anecdote**. (ex: "You know what,I thought so too! But then I reminded my {{friend, family, etc}} and they'd forgotten! We all have that one forgetful person who can benefit from a reminder.
"**I can't think of who to remind**"	"Most voters remind family members, neighbors, or co-workers. Who's that one person you know that does everything last minute?"
Doesn't want to share names	"I totally understand! We don't do anything with this data. You can use initials or nicknames as long as you know who you're reminding."

Rewards for pledging go a long way

Give candy or stickers (some goofy, some straightforward) to voters who pledge to remind 3 of their friends to vote

You can offer all sticker options or just the one you feel is working best — **use your discretion**. (Tip: put them on your shirt, as a menu!)

**Leverage them as the nudge to get voters to fill out a pledge card!**

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

Script for practice

"Hello! My name is ___, I'm volunteering with {{ORGANIZATION NAME}}. Can I steal a minute of your time?

wait for response Thanks! We're out here trying to get more Democrats to vote, and know your friends are more likely to listen to you than a stranger like me.

Who are three people you can count on you to remind to vote?" *turn clipboard toward them or complete card for them*
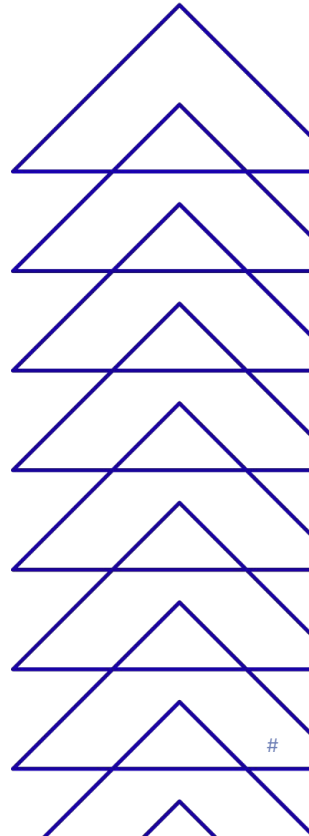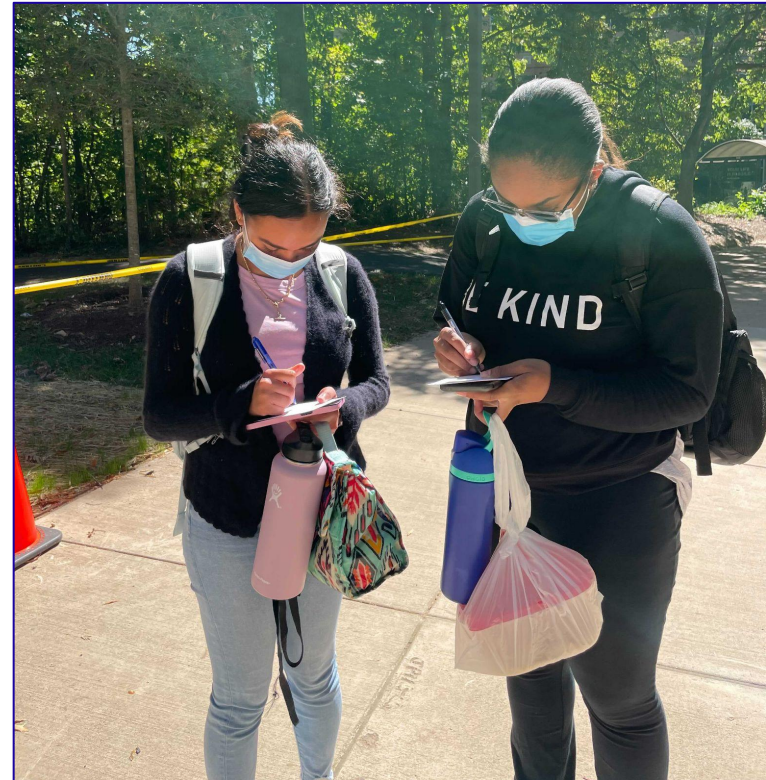
Welcome back! How'd that feel?

CONFIDENTIAL

Best practices for HTPC

- **Approach everyone** - you never know who will say yes
- **Nail the greeting** - be friendly, approachable, don't give them an opt out
- **Make a hard ask** - be assumptive!
- **Make sure the voter completes the pledge card** - use incentives or rewards
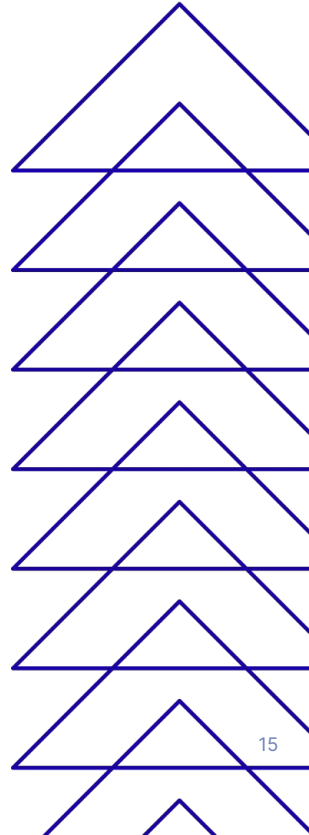
Avoid phrases like: "Would you be interested?" or "Could you possibly?"

What to expect during a 3-hr shift

We know that **25 - 40%** will take the pledge to remind three friends, and
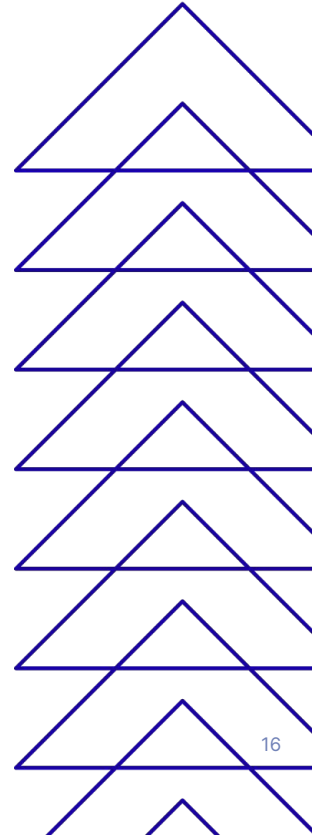
About **45%** people will share three friends' names

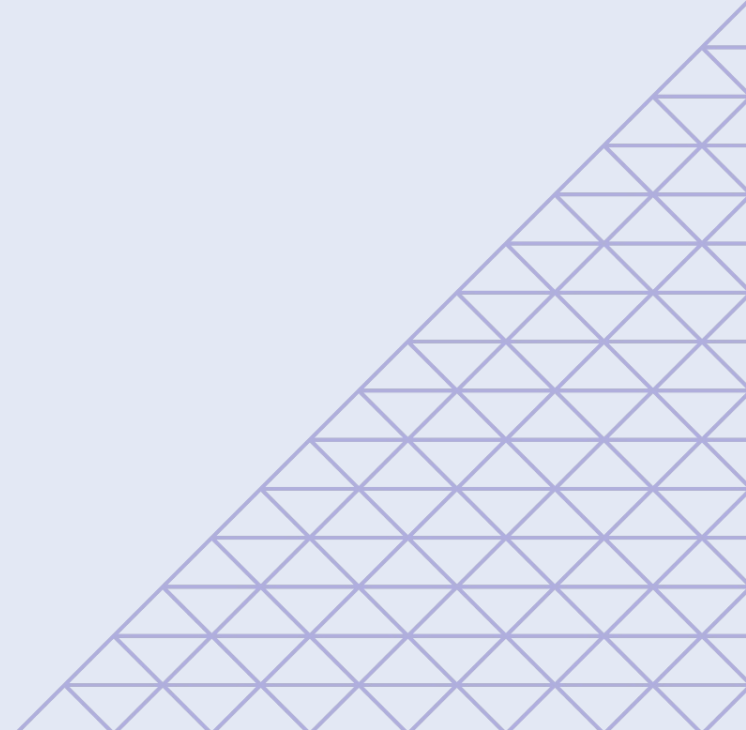# What to expect during a 3-hr shift

If you talk to
36
people at a high traffic location

About
13
people will say yes and 6 will share 3 friends' names

The HTPC card and tracking your results

Collecting pledge cards

Sample pledge card

Complete 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

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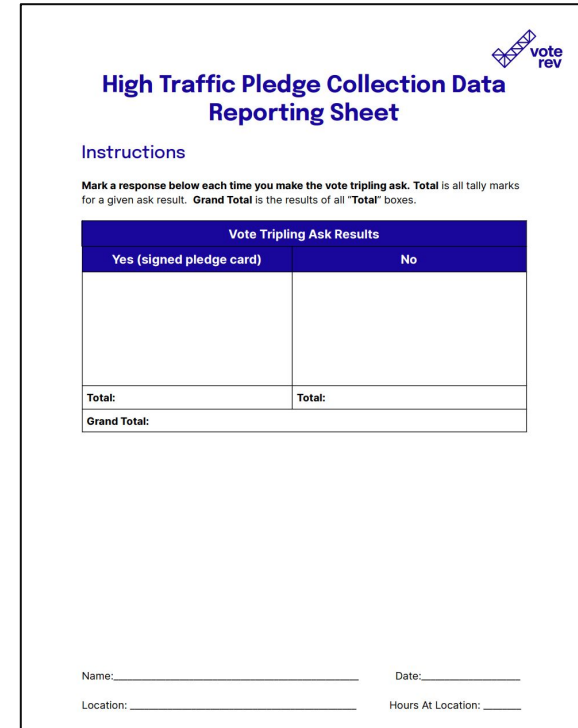
Albert G.   555-867-5309
My Name   My Cell

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

NOTE: If data isn't reported correctly, the campaign can't send reminder texts and can't help Democrats win!

vote rev

Tracking data to maximize impact

Besides pledge cards, you should:

- Fill out the data sheet in real time (after each interaction)
- Input cumulative data into the data reporting form when your shift is complete

This data is crucial to evaluating the program's effectiveness.

High Traffic Pledge Collection Data Reporting Sheet

Instructions

Mark a response below each time you make the vote tripling ask. **Total** is all tally marks for a given ask result. **Grand Total** is the results of all "**Total**" boxes.

Vote Tripling Ask Results	
Yes (signed pledge card)	No
Total:	Total:
Grand Total:	

Name:_____ Date:_____

Location: _____ Hours At Location: _____

*You may have a reporting form that looks something like this
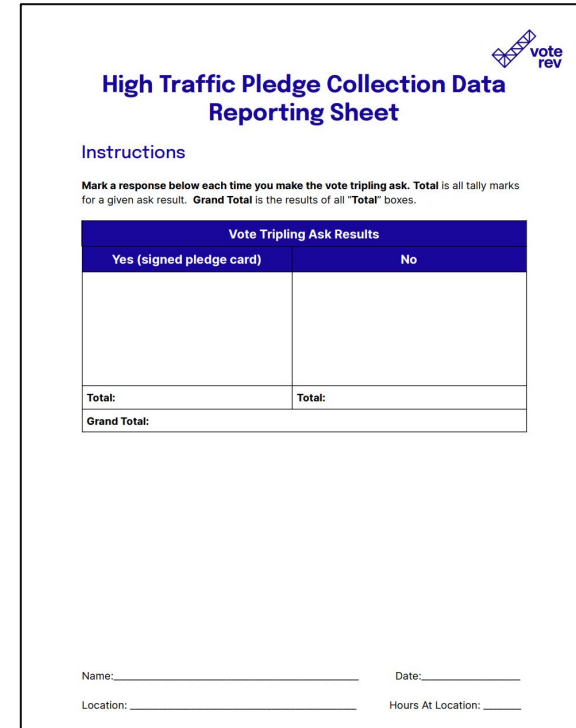
The data sheet explained

Yes (signed pledge card)

- The number of people you pitched and agreed to fill out a card
- Includes:
  - people who say yes but do not fill out pledge card, and
  - people who do not give the names of their friends on pledge cards (they will get a generic reminder)

No

- The number of people that you gave the pitch to and said no
- Does not include people who ignored you

How to choose a high traffic location
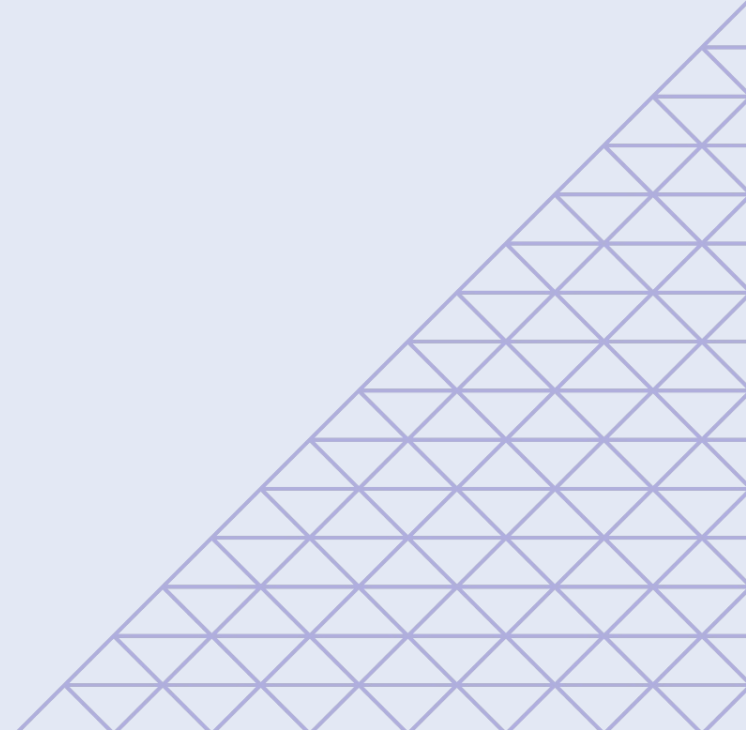
HTPC recommended locations

- Civic institutions (e.g. libraries, courthouses, and DMVs)
- Public universities (e.g. state schools and community colleges)
- Busy street intersections with local shops (e.g. near food trucks, farmer's markets, bookstores, etc.)

We encourage scouting locations early, and don't be afraid to move if you location is yielding less than six pledges per hour.

- Use Google Maps (busy area) features to evaluate relative foot traffic at a location
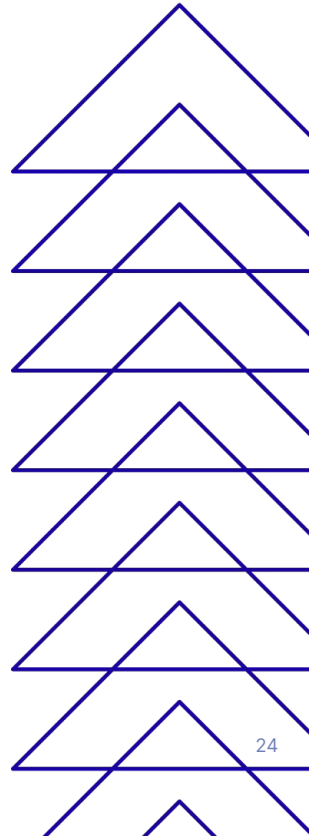
Day-of checklist for volunteers

- ❏ Fully charged cell phone
- ❏ Pledge cards
- ❏ Clipboards & pens
- ❏ Printed materials for clipboard (one pagers): script/best practices, data sheet, partisan signage
- ❏ Stickers or candy in containers for each pair of volunteers
- ❏ Additional gear for weather if necessary (hat, sunblock, poncho, umbrella)
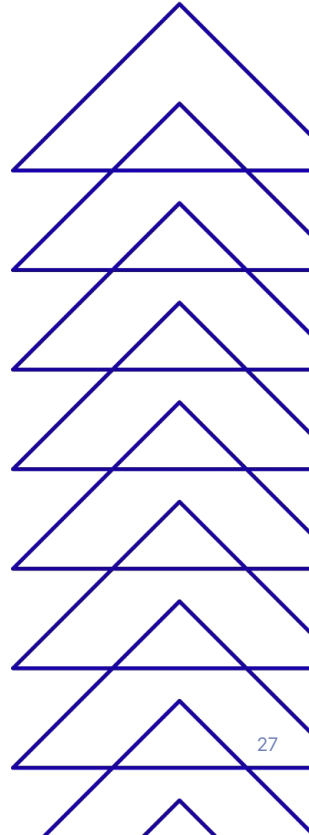- ❏ Good attitude! We're get folks out to vote for Democrats - this should be fun!
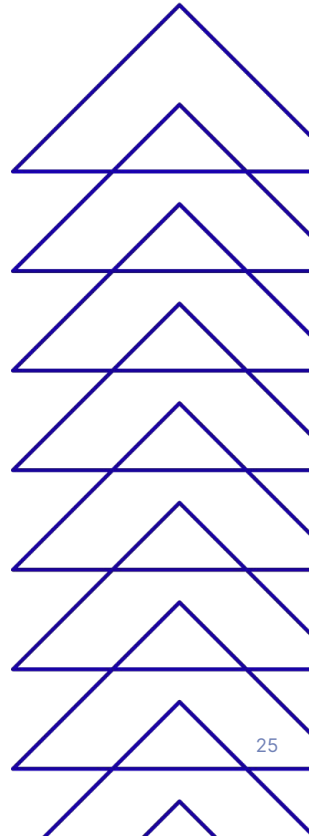
Key takeaways
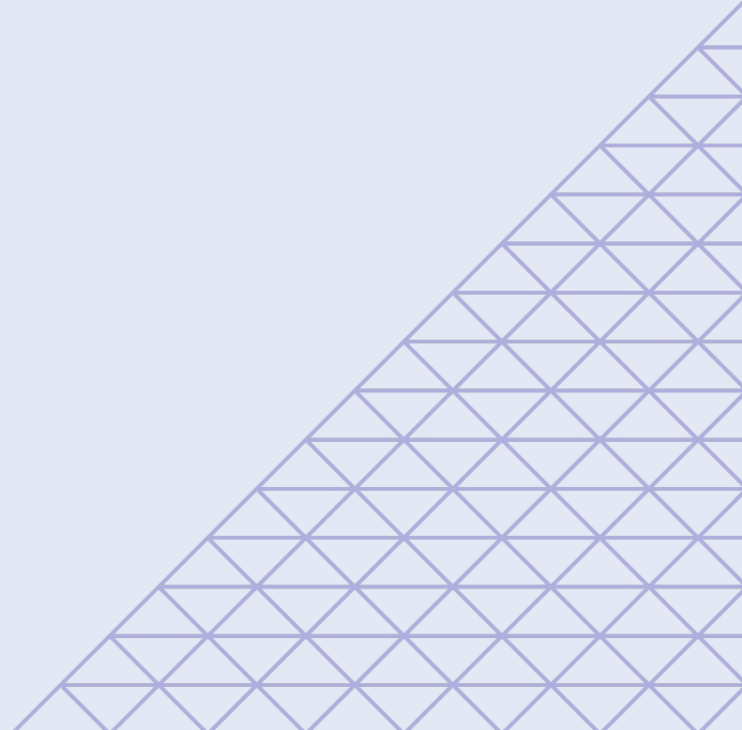
Key takeaways

- HTPC is very effective at turning out Democratic voters and their networks
- Make sure to pitch to Democrats, nail the greeting, use a hard ask, and ensure that pledge cards are completed after each interaction
- 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