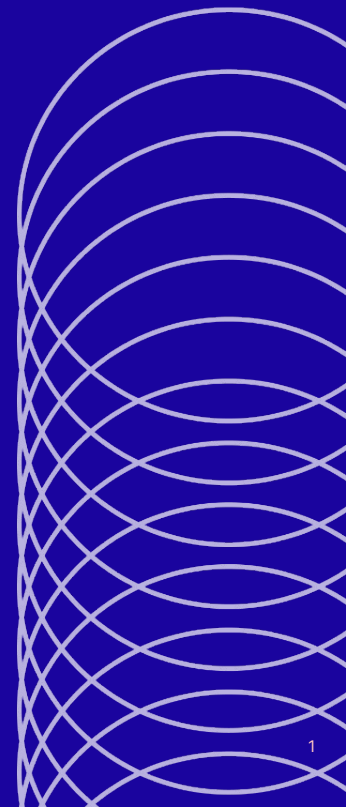


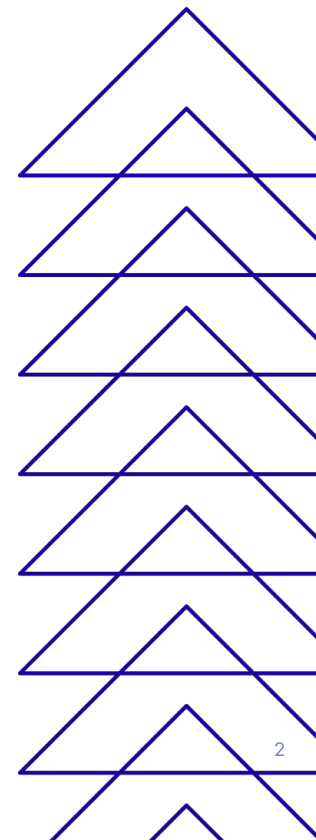
High-traffic pledge collection

Turning each voter 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

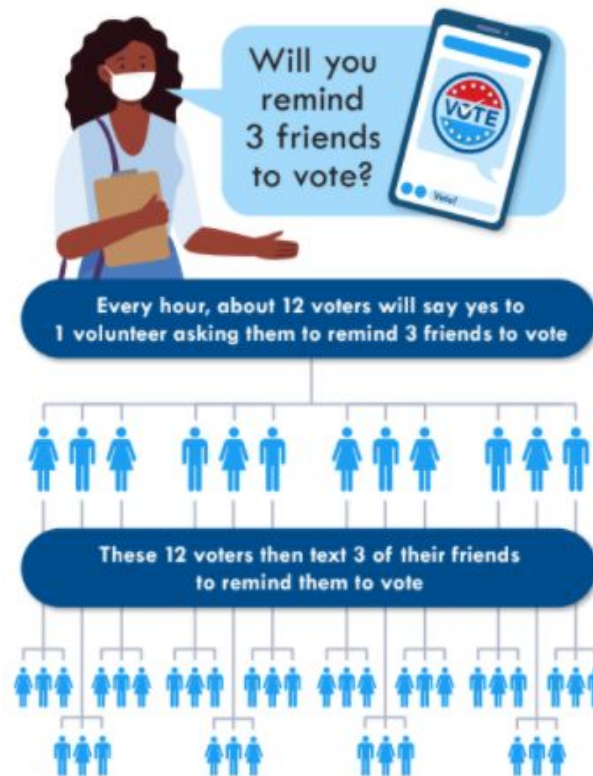


What is HTPC, and why is it effective?



HTPC is relational organizing at scale

- People are the best at getting their friends to vote
- HTPC puts you where voters 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!**



HTPC - explained

1. Pledge in person

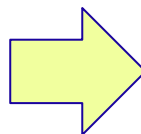
**I'll remind these
3 people to vote!**

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

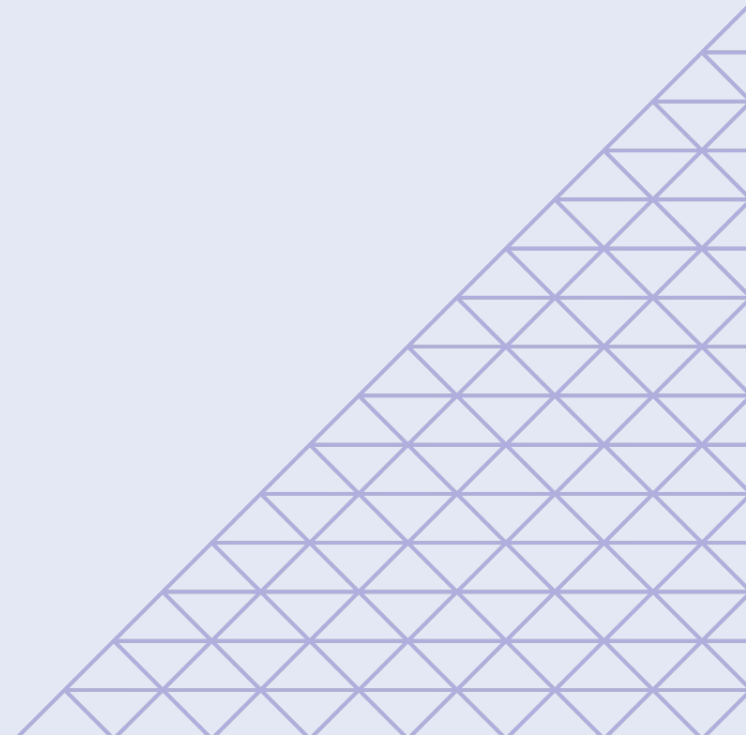


2. Reminder over SMS

Hey Albert - it's Alfredo with NonProfit Vote! 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!! :)

How to approach voters and what to say



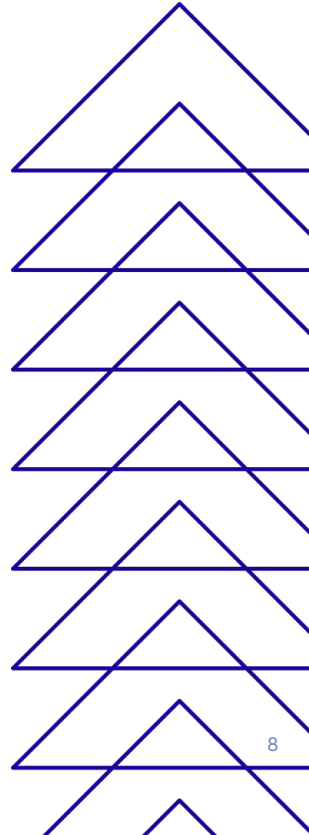
Your goal is to get people to fill out a pledge card with the names of three friends!

Full 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 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

<p>“All my friends vote” or “I already remind my friends to vote”</p>	<p>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.</p>
<p>“I can’t think of who to remind”</p>	<p>“Most voters remind family members, neighbors, or co-workers. Who’s that one person you know that does everything last minute?”</p>
<p>Doesn’t want to share names</p>	<p>“I totally understand! I just want to send you a personalized message later so you can use initials or nicknames as long as you know who you’re reminding.”</p>

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!



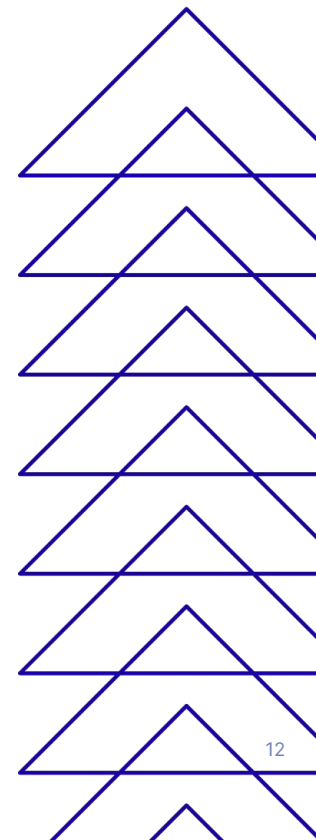
Let's give it a try! Take turns
giving the pitch (five minutes)

Full script again

“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 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?

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

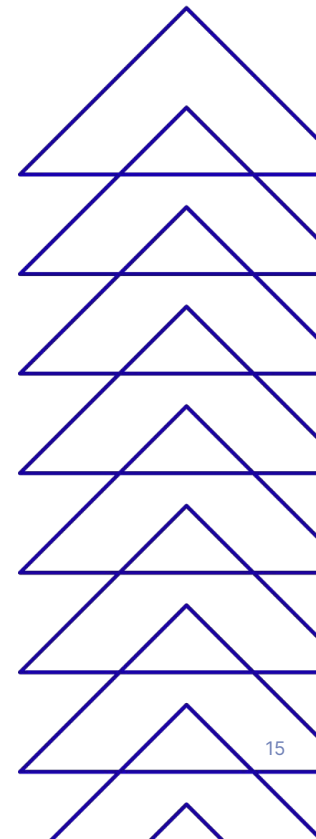
Avoid phrases like: "Would you be interested?" or "Could you possibly?"



What to expect during a 3-hr shift

We know that
25 - 40%
will take the
pledge to remind
three friends, and

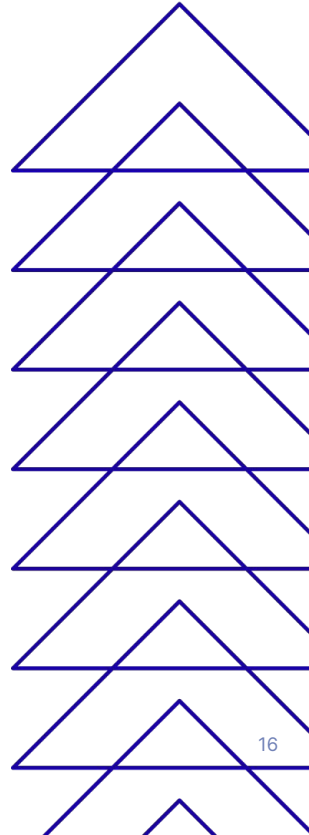
About
45%
people will share
three friends'
names



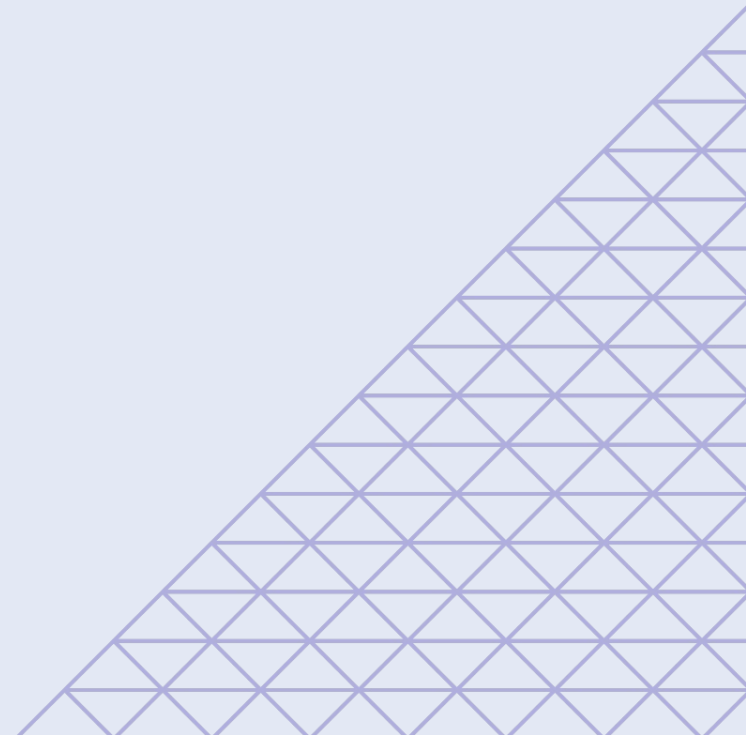
What to expect during a 3-hr shift

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

**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

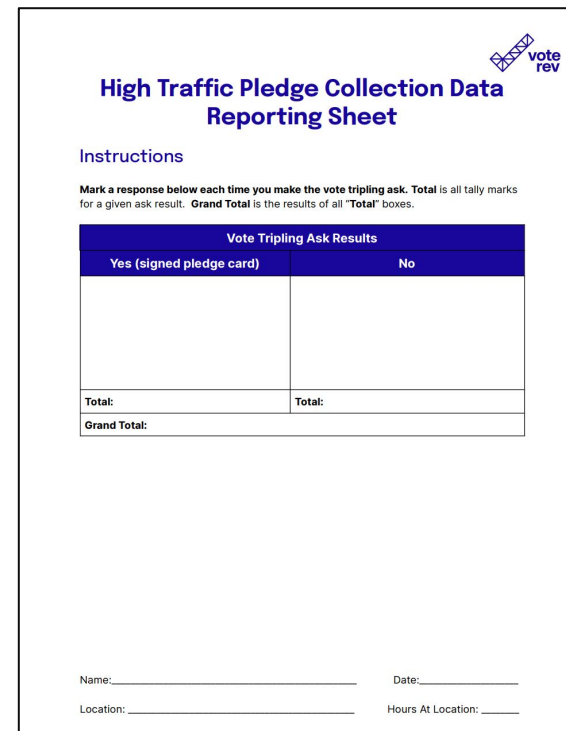
NOTE: If data isn't reported correctly, we can't send reminder texts!

Tracking data to maximize impact

Besides pledge cards, you should:

- Fill out the data tick 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



High Traffic Pledge Collection Data Reporting Sheet

Instructions

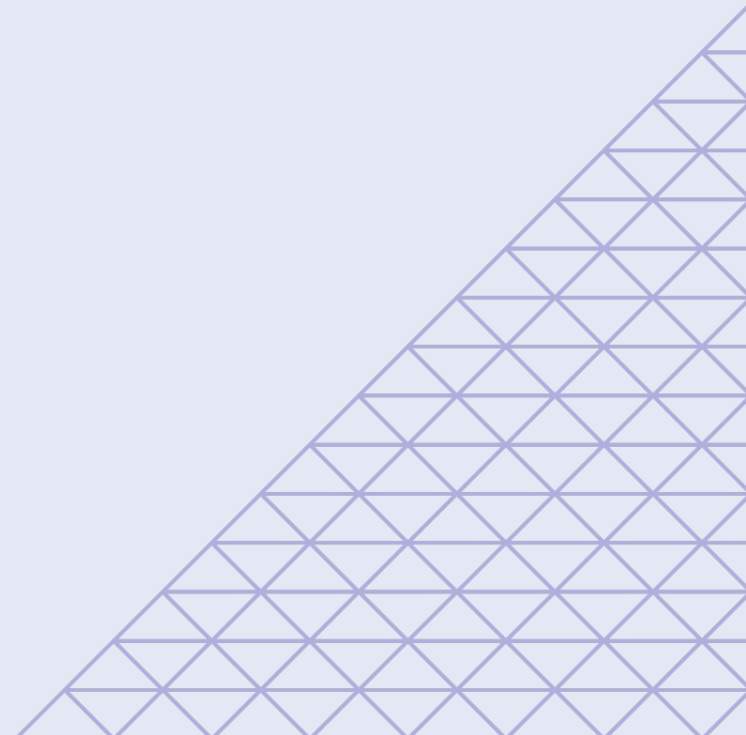
Mark a response below each time you make the vote tripling ask. Total is all tally marks for a given ask result. **Grand Total** is the results of all "Total" boxes.

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

Name: _____ Date: _____

Location: _____ Hours At Location: _____

How to choose a high traffic location

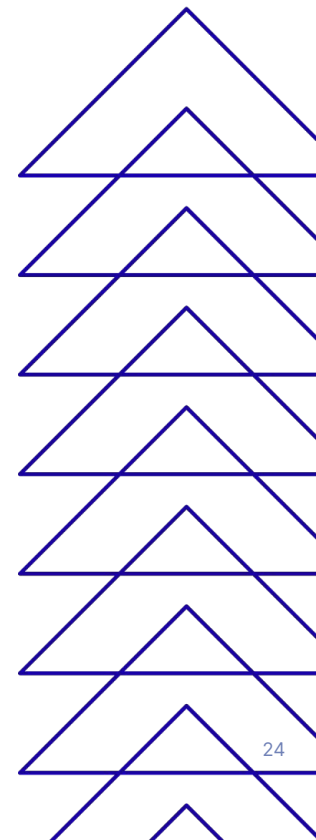


HTPC recommended locations

- 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.)

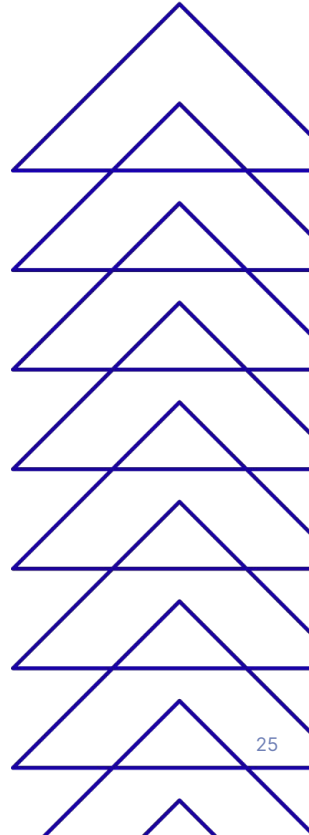
We encourage scouting locations early, and don't be afraid to move if your location is yielding less than six pledges per hour.

- Use Google Maps (busy area) features to evaluate relative foot traffic at a location

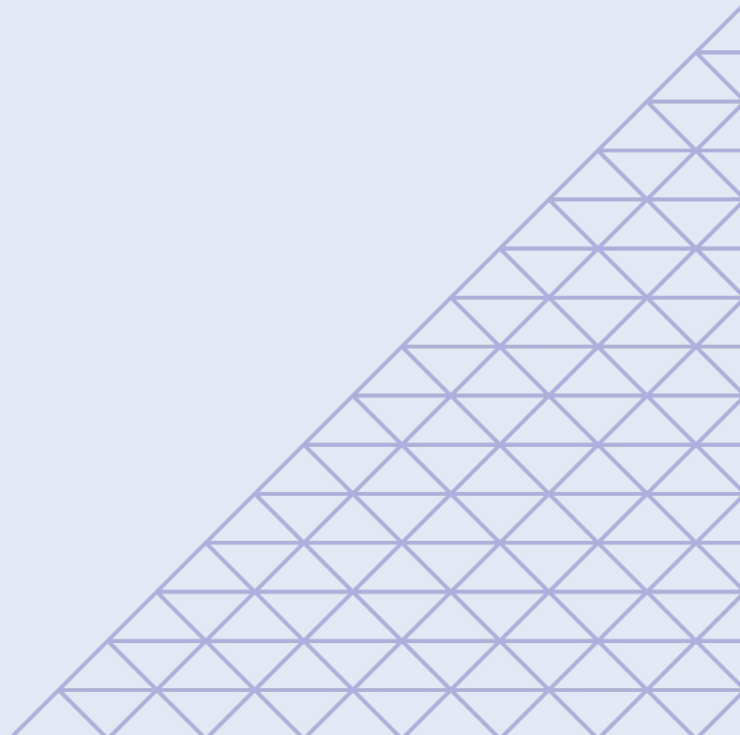


Day-of checklist for volunteers

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

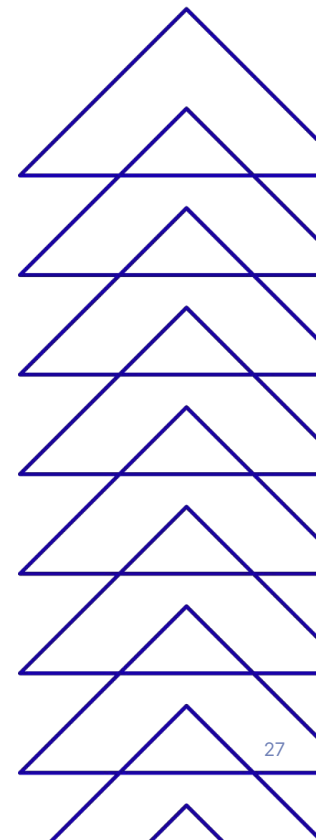


Key takeaways



Key takeaways

- HTPC is very effective at turning out new and underrepresented voters and their networks
- Make sure to pitch to everybody, 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

