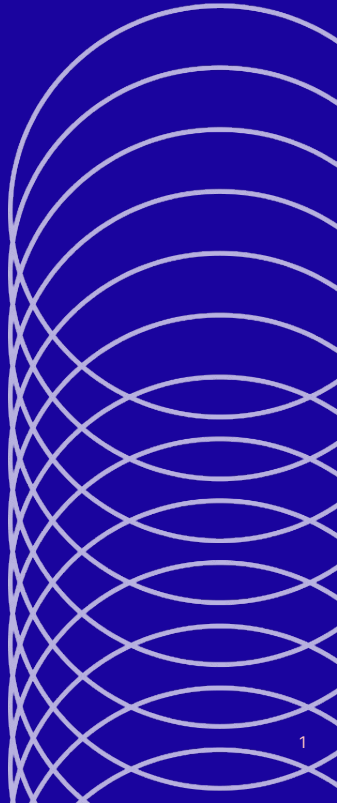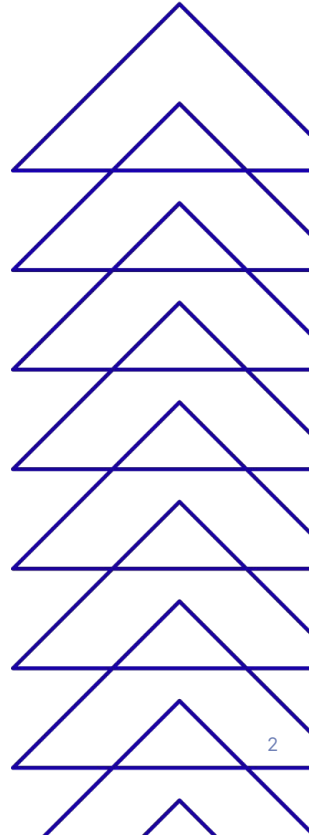# Polling place vote tripling

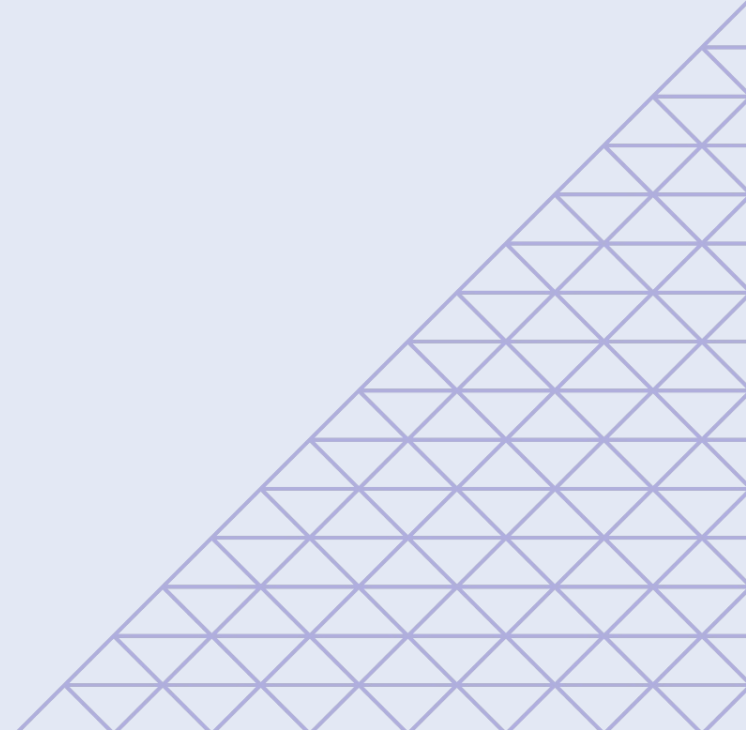Turning each Democrat into a vote amplifier!

Our session goals

- What polling place vote tripling (PPVT) is, and why we think it's effective
- Know how to effectively engage voters, best practices, and goals.
- Understand how to track and report data
- Getting set up at a polling location
- Understand how to pick a polling location

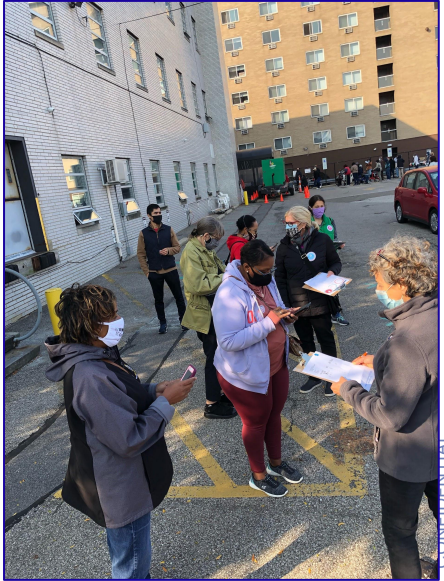# What is PPVT, and why is it effective?

PPVT explained

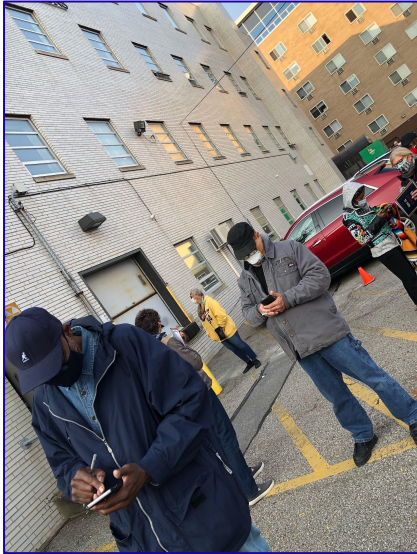- You station yourself outside of a polling location
- You ask people who have just voted to remind **three of their friends** to vote for Democrats
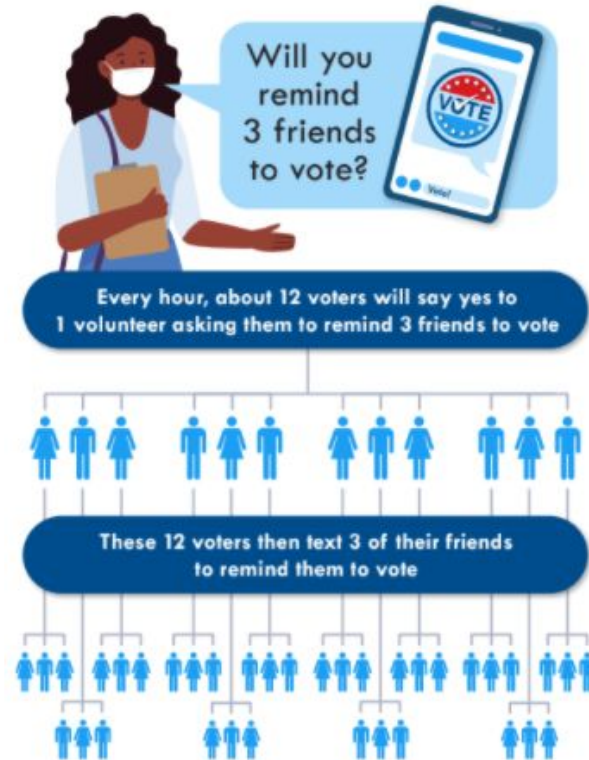- You give them an incentive or reward (like stickers or candy) for mobilizing their friends

Thank you for voting! Will you remind 3 friends to vote?

6 Feet Apart!

I voted & I reminded 3 of my friends to vote!

You are meeting voters where they are

PPVT is relational organizing at scale

- People are the best at getting their friends to vote
- In one hour of PPVT, you can get six to eight voters to say yes
- Your **six conversations** can yield **18 powerful reminders** per hour!

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

And it's fun! (seriously)
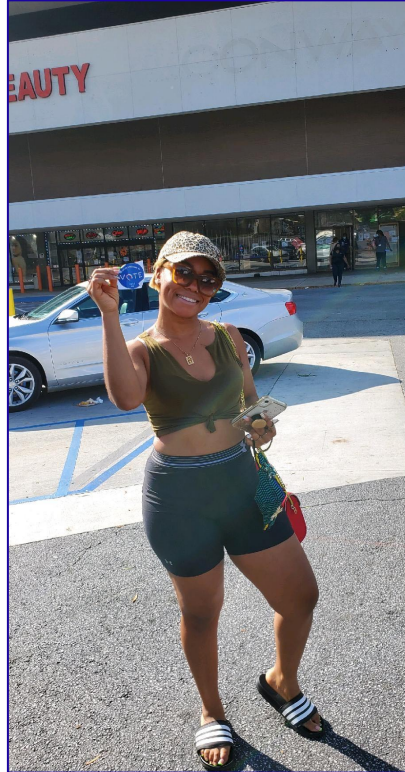
How to approach voters, and what to say
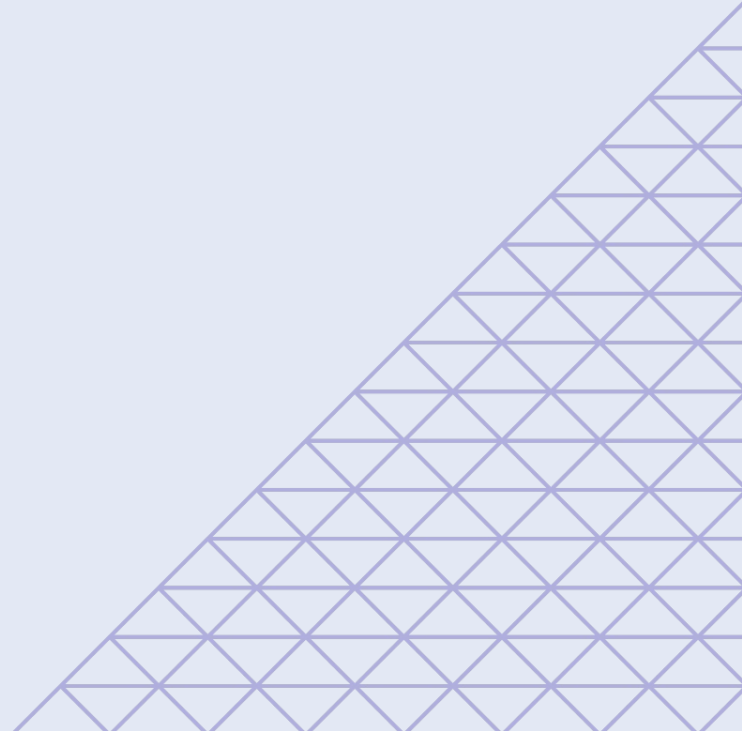
Your goal is to get voters to text three friends to vote in front of you!

Best practices for PPVT

- **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 sends texts in front of you**- use incentives

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

Nail the greeting

Start the conversation by thanking the voter for voting

"Hello! Thanks so much for being a voter!"

- Smile
- Be friendly & energetic
- Speak loudly
- Engage voters before they approach you
- Walk with voters (safely)
- Don't give them an out

It is important to match the voter's energy!

Introduce what you are doing

Use partisan signalling to filter out the folks that don't want to increase Democratic turnout

> **"I'm trying to get more Democrats out to vote!"**

You can also mention specific candidates or positions your want folks to consider:

- "Doe for Congress"
- "The Democrat running for Governor"

Get them to pledge

Make the hard ask

"Can you text three people right now and remind them to go vote?"

The more confident, clear, and direct you are with your ask, the more likely the voter is to say yes!

The full script

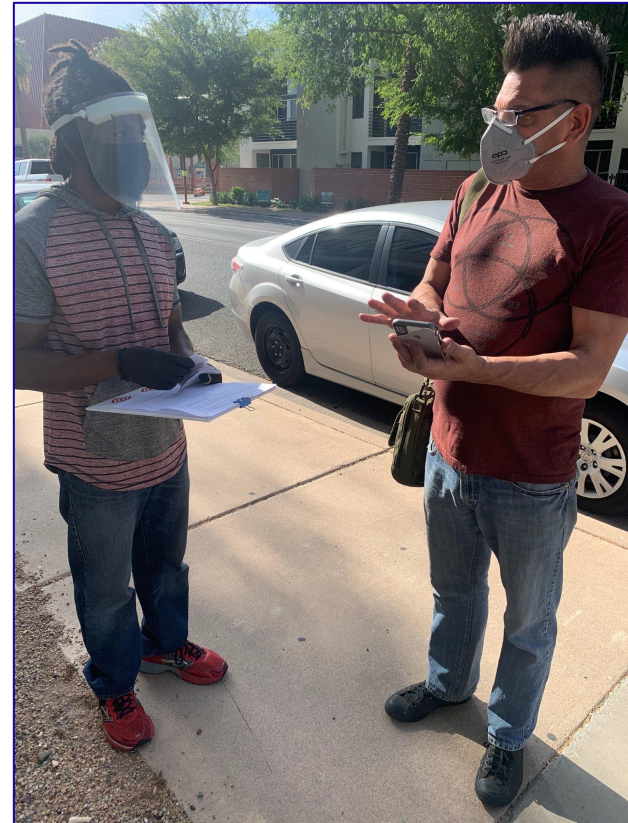"Hello! Thanks so much for being a voter!

I'm trying to get more Democrats out to vote.

Can you text three people *right now* and remind them to go vote?"

Canvassers can also use language like:

"Your friends will listen to you more than a stranger like me"

"Your the best messenger for your friends"

Rewards for texting friends go a long way

Give candy or stickers (some goofy, some straightforward) to voters who send reminders

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 bait to get voters to send reminders on the spot!

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

Full script

"Hello! Thanks so much for being a voter!

I'm trying to get more Democrats out to vote.

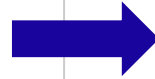Can you text three people right now and remind them to go vote?"

Welcome back! How'd that feel?

vote
rev

Overcoming a no and common hesitations

|	
"All my friends vote" or "I already reminded my friends"	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 today was Election Day.")
"I don't have time" or "I'll do it later"	Walk with them and tell them that the sooner they send the message the more effective it is. Offer to give them a sticker if they send texts on the spot. And share something like, "I get it, **you can say something simple like - go vote!"**
"I can't think of who to remind"	Share that many people take a moment to decide, and a lot remind a family member, a neighbor, and a coworker. You can **ask people to think of the most disorganized people in their life** - that can usually prompt a reminder, or ask "**who have you talked to today?"**

What to expect during a 3-hr shift

You will get
15-18
voters to remind three friends on average

Meaning
45-54
Relational contacts per 3 hour shift of PPVT
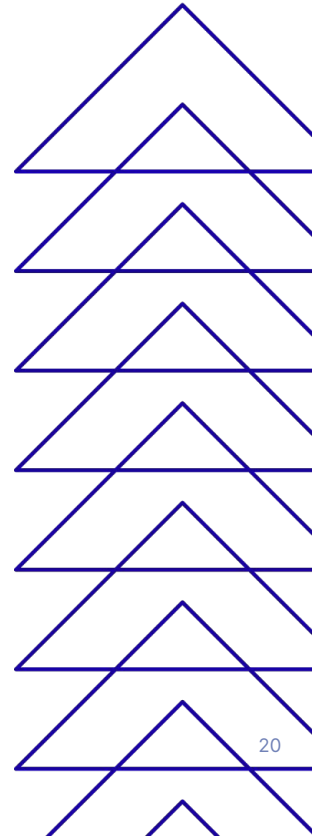
Tracking data
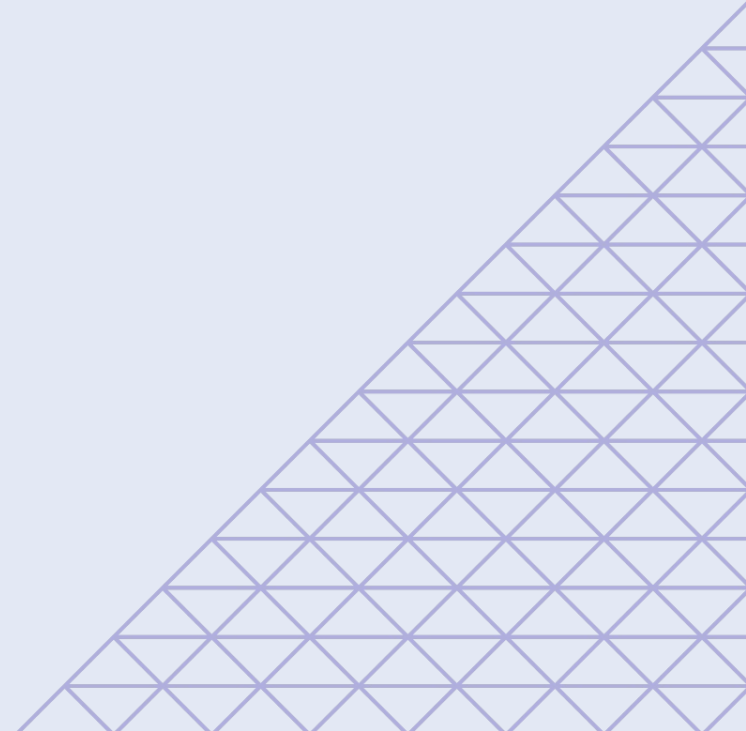
Track data to maximize impact

Besides talking to voters, you should:

- Fill out the 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

*You may have a reporting form that looks something like this

Location Name:	Time at Location: Ex: 9am-12pm	Date:
Your Name:	Your Phone #:	Your Email:

Data entry key:

- **Yeses**: Voters who gave a credible yes that they'd send text messages, either now or later
- **Seen:** Voters who say yes and send text messages or call their friends right in front of you
- **Nos**: Voters who you make the tripling ask to, but say "no" and refuse to message their friends. If they say yes, but do not send texts on the spot, mark 'yes'.

For messages sent, **do include:** phone calls, text messages, Direct Messages, pointed messages to small group chats (tally as many as you know were sent. Ex. if voter says "I'm sending this to my group of 8 ppl", tally 8)

For messages sent, **do not include**: social media posts, posts to large group chats, other impersonal messages. Mark these as a 'yes' and do not enter any text info.

ONLY PUT ONE TALLY PER INTERACTION

For example: If you speak to a voter and they call 4 friends, add 1 tally to Column 1 "seen," nowhere else. If you talk to a voter and they say "no thank you," add 1 tally to Column 3 "noes," nowhere else. And, if a voter says yes but promises to text their friends later and walks away, add 1 tally to Column 2 "yeses" only.

Reminder: Tally marks are short, straight lines. Every 5th tally mark should strike through the previous 4 tally marks.

I	II	III	IIII	HHH	HHH I	HHH II	HHH III	HHH IIII	HHH HHH
1	2	3	4	5	6	7	8	9	10

Number of "Yeses"	Number of "Seen"	Number of "Nos"
TOTAL:	**TOTAL:**	**TOTAL:**
Notes (anything you think we should know!):		

The tick sheet explained

"Yeses"

- The number of people you pitched and agreed to text three friends

"Seen"

- The number of people who say yes and send texts to friends in front of you
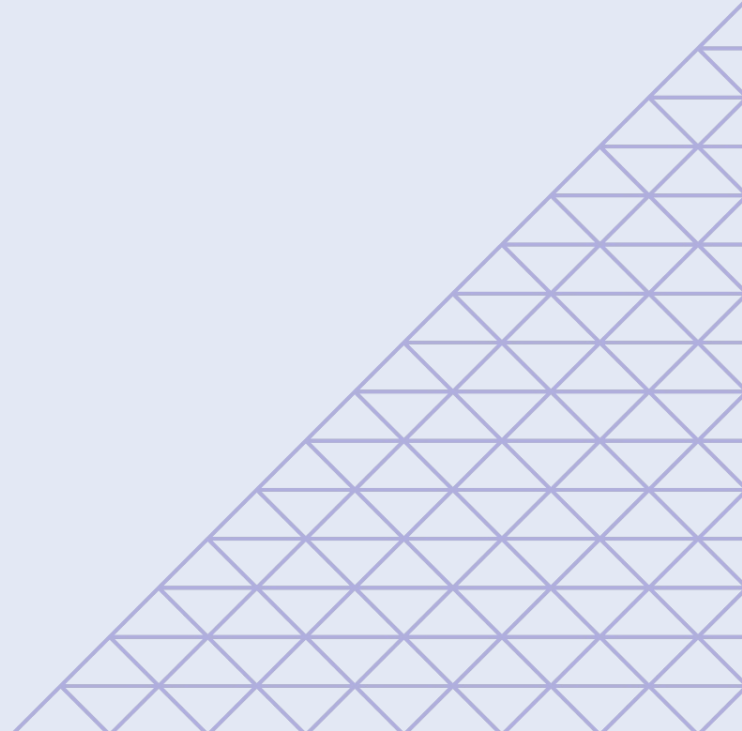
No

- The number of people that you gave the pitch to and said no
- Does not include people who ignored you or walked away before you finished your pitch

Number of "Yeses"	Number of "Seen"	Number of "Nos"
TOTAL:	TOTAL:	TOTAL:
Notes (anything you think we should know!):		

Don't forget to input your data into your form after your shift!

Questions?

Organizing at your polling location

Electioneering laws vary by state

- Each state has a law dictating how far you must be from each polling location, make sure to check yours
- There should be clear electioneering limit signs on Election Day and during Early Vote
- This activity IS electioneering; be outside the electioneering limit at all times

| State	Distance
Arizona	75 feet
Florida	100 feet
Georgia	150 feet of physical location, 25 feet of a voter waiting to vote
Maine	250 feet
Minnesota	100 feet
North Carolina	50 feet
Ohio	100 feet
Pennsylvania	10 feet

How to avoid missing voters

- Missing voters is the **BIGGEST** source of lost contacts

- Scout your locations beforehand or take 5 minutes to find all the exits

- Chase traffic and maximize likelihood of talking with voters

Day-of checklist for canvassers

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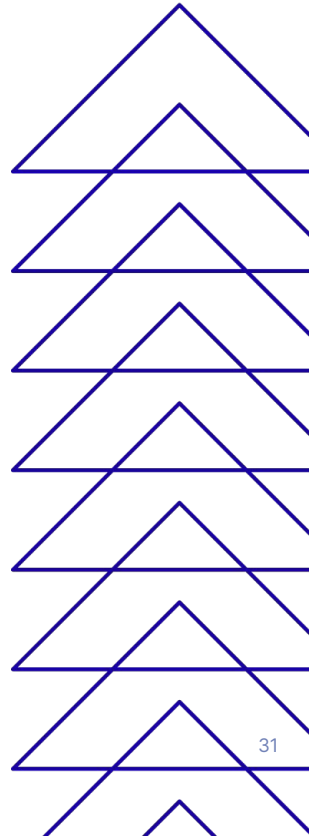- ❏ Good attitude! We're get folks out to vote - this should be fun!
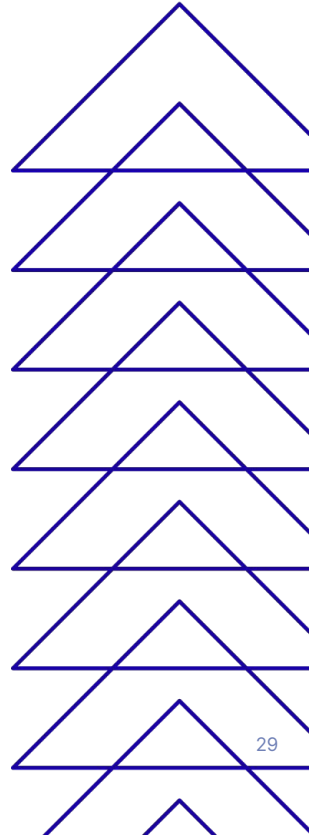
Key takeaways
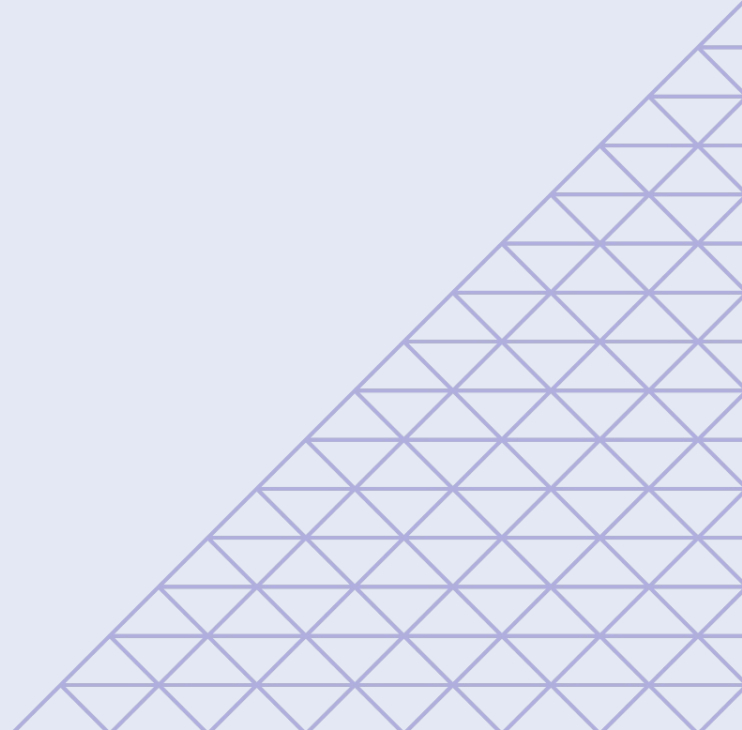
Key takeaways

- PPVT is an effective way to turn out Democrats during Early Vote and on Election Day

- Make sure to pitch to everybody that wants to help Democrats win, nail the greeting, use a hard ask, and ensure that texts are sent in front of you

- Use stickers, candy, 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 text is a win - even if the numbers seem small, they are powerful

Questions & answers