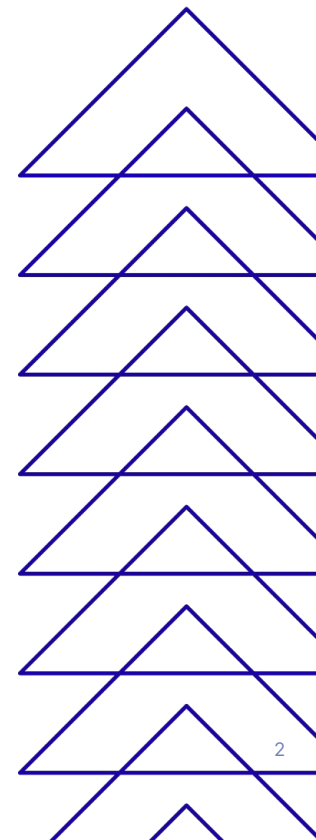


# Collecting vote tripling pledges while registering voters

A quick training on how to maximize every conversation!

# Our session goals

- What is vote tripling, and why collecting pledges while registering voters is effective
- Best practices for making a vote tripling ask
- How to record data for your interactions



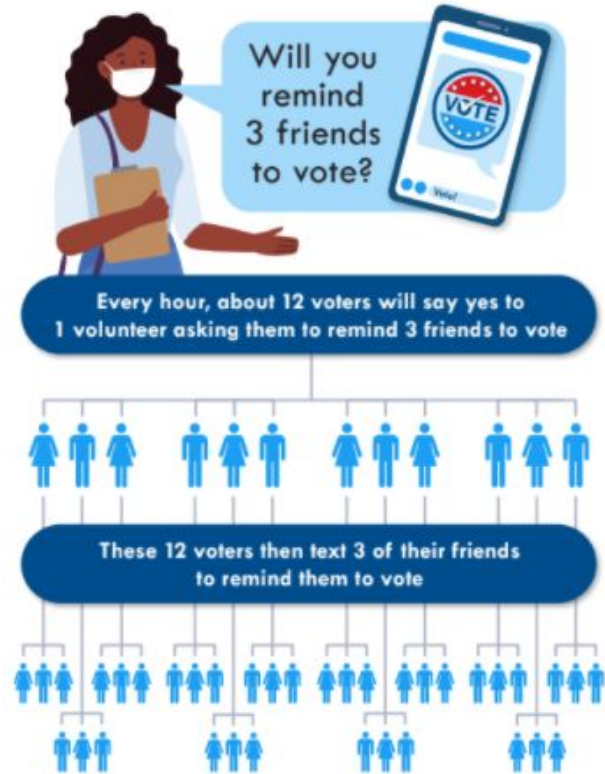
# What is vote tripling pledge collection; why is it effective?



# Vote tripling - relational organizing at scale

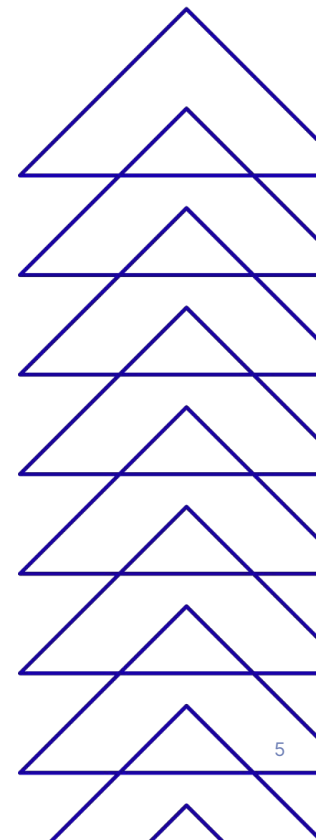
- A reminder to vote from a friend is far more powerful than one from a stranger
- Vote tripling harnesses the power of this friend-to-friend interaction

If you get **3 people** to say yes - you can reach up to **9 others!**



# Follow up your voter registration ask with an ask for a vote tripling pledge!

- Most people will already be registered!
  - This gives us a second chance to engage them
- Creates an opportunity for the person to get involved
  - They may not volunteer but they will vote triple!
- Reminders let us re-engage them at a later date
  - Makes the interaction less transactional



# Vote tripling pledge collection

## 1. Ask them to pledge

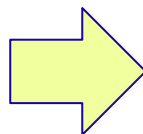
**I'll remind these  
3 people to vote!**

**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 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!! :)

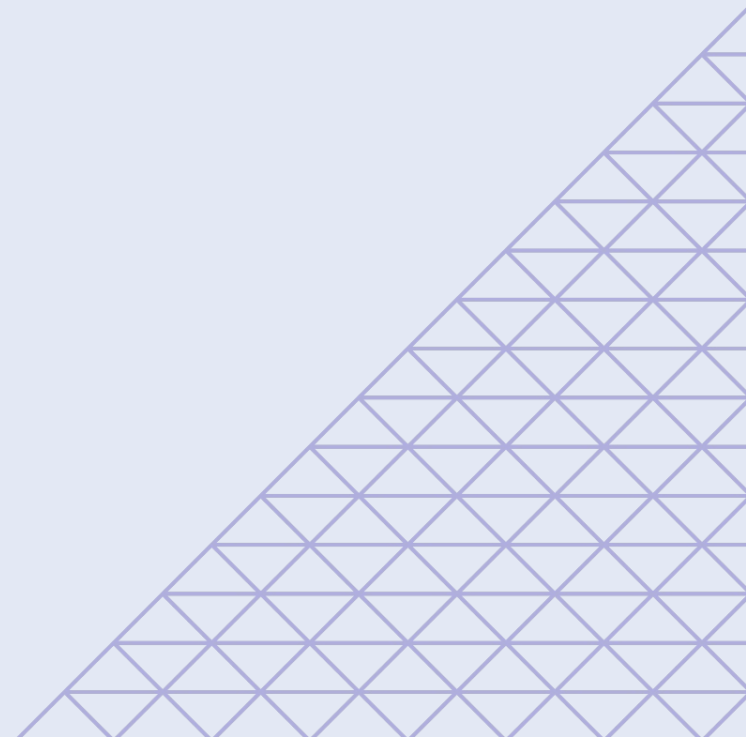
# Why is it important to ask for the three names?

Because the more **specific** you are, the more likely someone is to **remember** and take action, and the more likely their friends are to **vote in November**.

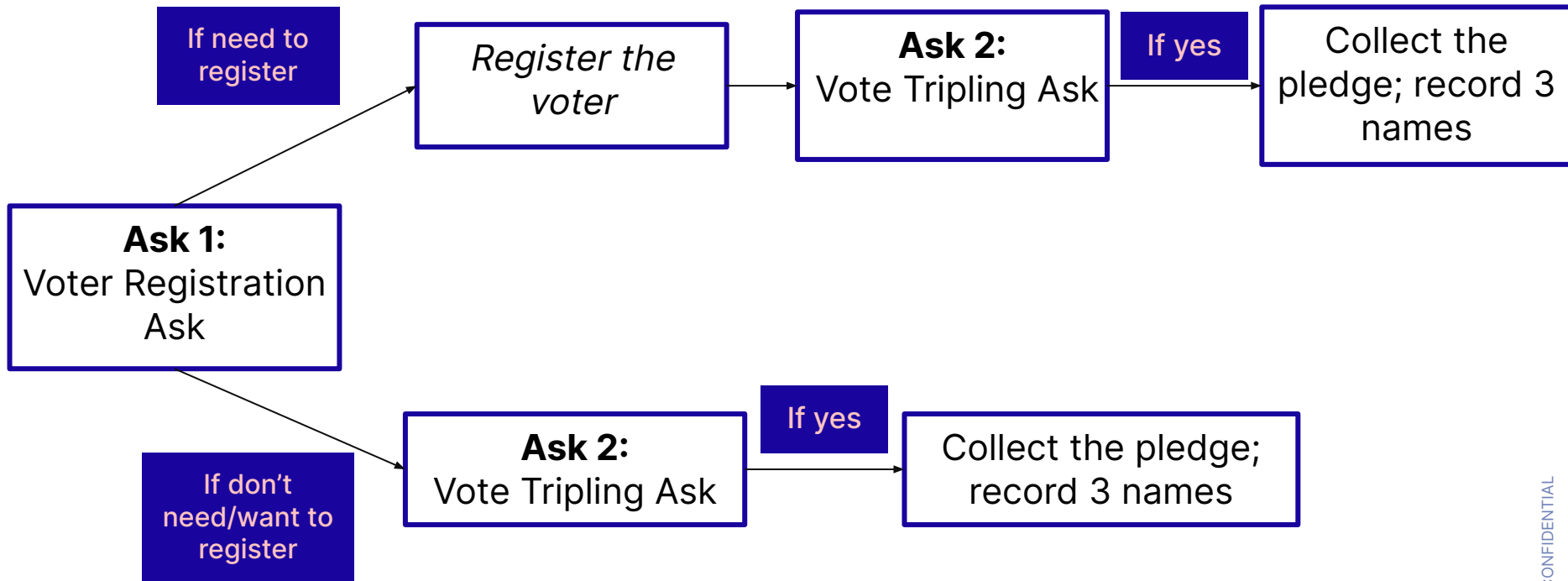




# Vote tripling conversations during voter registration



# Vote tripling is your second ask



# Part 1: Initiating the conversation

## IF wants to register

Hi! My name is Dani, & I'm out registering voters today. **Are you registered to vote at your current address?** If not, it'll take 90 seconds!

Actually - I'm not!  
How do I get started?

*Register voter and pivot to vote tripling*

## IF doesn't want/need to register

Hi! My name is Dani, & I'm out registering voters today. **Are you registered to vote at your current address?** If not, it'll take 90 seconds!

I'm already registered - thanks though!

Oh perfect! You're actually the exact person I need to be talking to...

*Pivot to vote tripling*

## Part 2: Transitioning to the pledge ask





We're also trying to get more people to vote in the next election, and know that your friends are much more likely to listen to you than they are to a stranger like me. Who are three people we can count on you to remind to vote?"

Hmm. I guess I can remind Gabriella. My sister Nia is also pretty forgetful. And my coworker Darrien!

Thanks! I'll send you a quick reminder before the Election of this. What's the best number to reach you?

That'd be helpful! It's 555-555-5555.

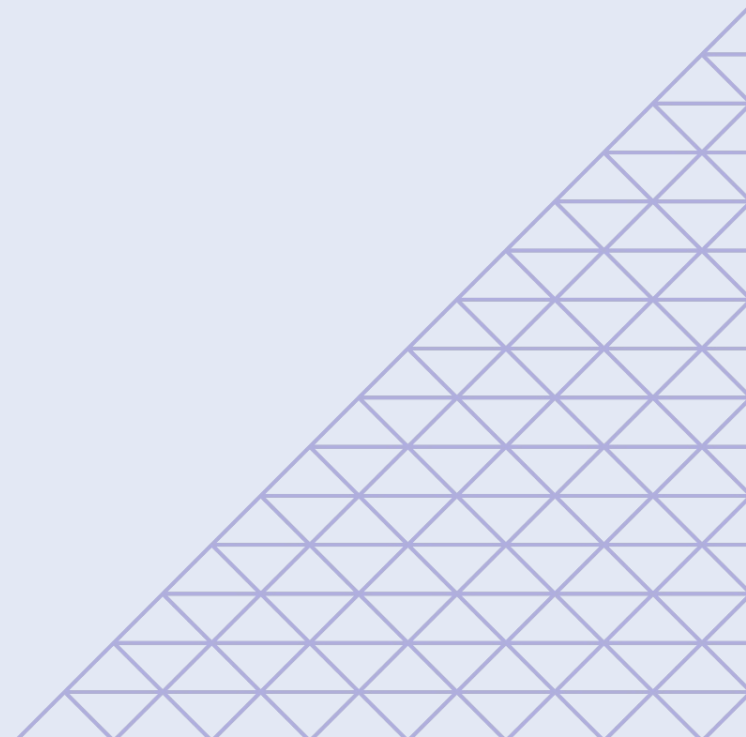
# Overcoming a No and Common Hesitations

<p><b>“Thank you - I’m already registered!”</b></p>		<p>Celebrate them and pivot to making the vote tripling ask</p>
<p><b>“I don’t want to share my cell #”</b> <b>“I don’t want to give out my friends’ names...”</b></p>		<p>Assure them that we will only text them with a friendly reminder closer to election day, and that they can add nicknames like “mom” or “bff,” as long as they know who to text.</p>
<p><b>“All my friends vote” or</b> <b>“I already reminded my friends”</b></p>		<p>Research shows people overestimate friends’ voting habits. <b>Share an anecdote</b> (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><b>“I can’t think of who to remind”</b></p>		<p>Share that many people take a moment to decide, and lots remind a family member, a neighbor, and a coworker. Some has found success saying “Who’s a forgetful friend that’d benefit from that reminder?”</p>

Let's give it a try! Take turns  
giving the pitch (5 minutes)

Welcome back! How'd that feel?

# Collecting the pledge





# 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 pledge cards

- 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.      555-867-5309  
My Name                      My Cell

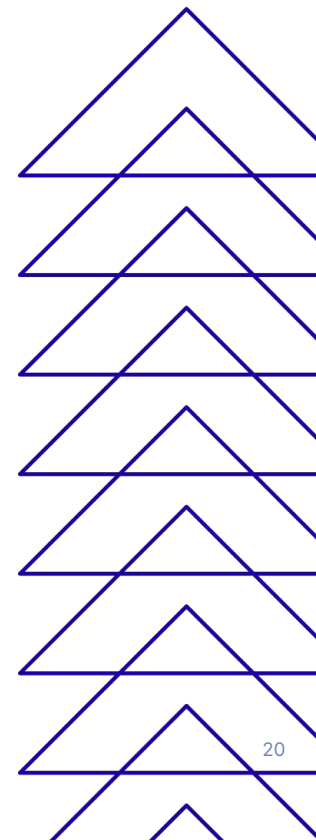
# Using QR codes

- QR codes linked to a Secretary of State website can be a very effective way to check registration status
  - Varies by state
  
- Print one out and paste on the back of a clipboard
  - Have folks to scan it to get the conversation going



# Best practices

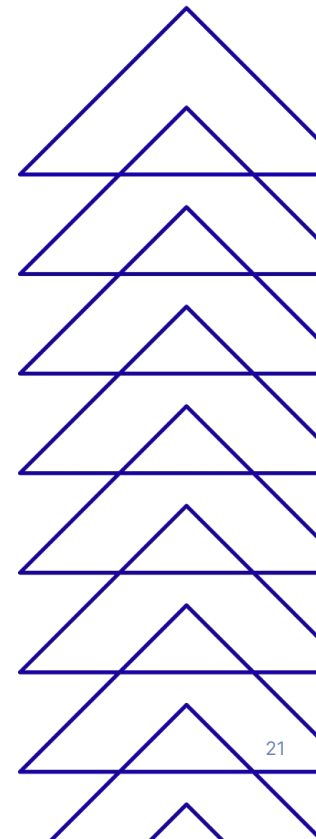
- **Make the ask to every person!** Whether or not someone is registered or unable to vote, they can still remind their friends to vote
- **Make the hard ask quick and compelling** - remind them they're the best messenger
- **Use materials to your advantage** - if you have a pledge card, have the supporter see and hold it as you pitch them. Use QR codes as a foot in the door
- **Keep track of the data** - we want to send reminder texts, so record data after every interaction
- **Don't say "vote tripling"** - sounds complicated



# What to expect during a shift

We know that  
**40-50%**  
will take the  
pledge to remind  
three friends, and

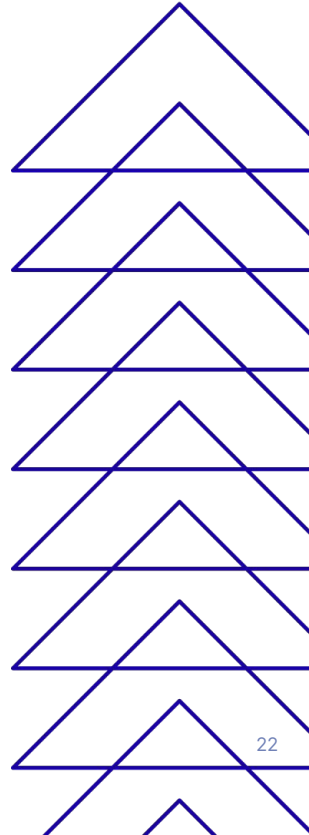
About  
**50%**  
people will share  
3 friends' names



# This means that...

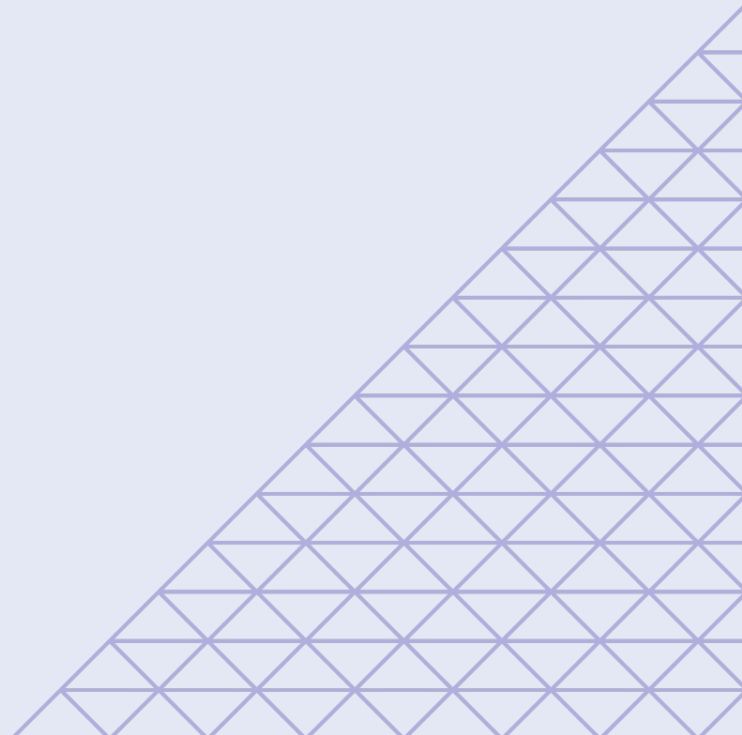
If you speak to  
**20**  
people that are  
either registered or  
not

About  
**10**  
people will pledge  
and **5** will share  
the 3 names



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

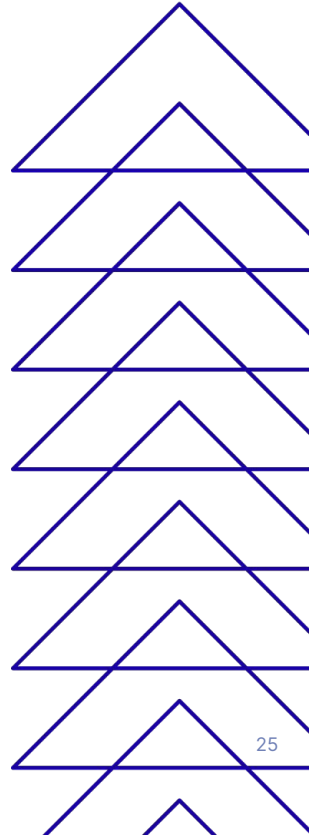
# Logistical considerations





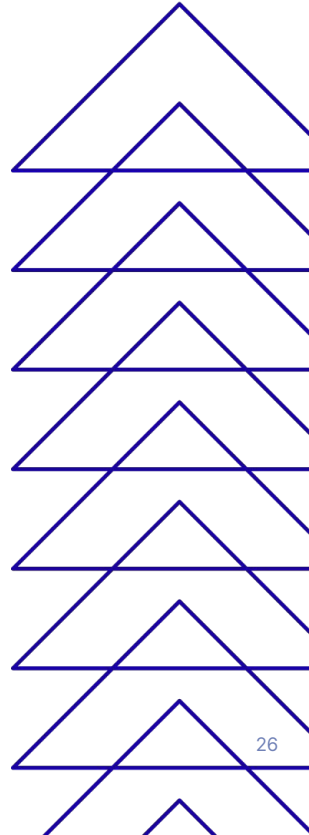
# Day-of checklist

- Fully charged cell phone
- Voter registration forms
- Clipboards & pens
- Printed materials for clipboard: 1) Script/best practices and 2) pledge cards
- Additional gear for weather if necessary (hat, scarf, poncho, umbrella)
- Good attitude! We're empowering people to vote - this should be fun!

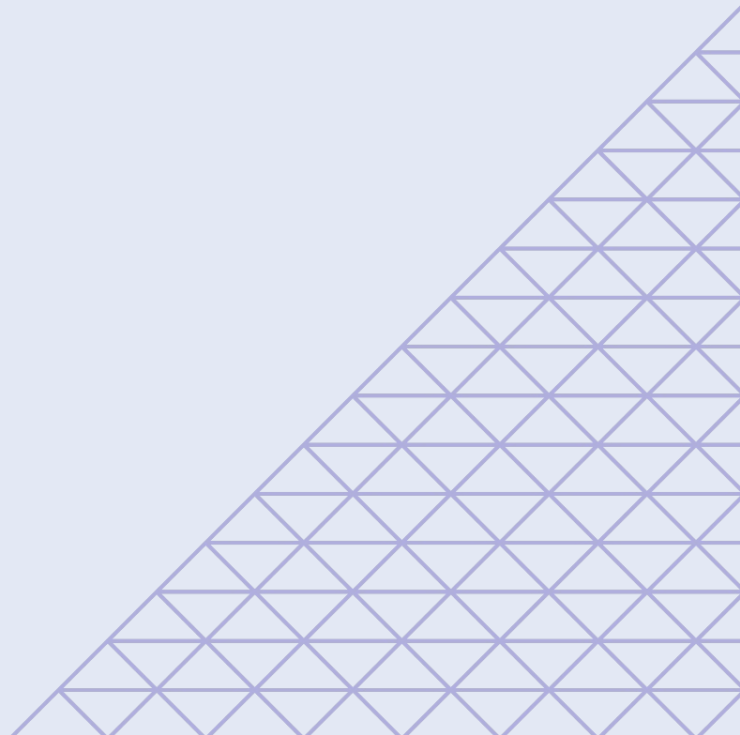


# Legal stipulations

- [HOLD for discussion of state-specific information on voter registration]
- [Some states have limits of who can register voters and how/when they can do so]
- [Do not send out volunteers until you are aware of the legal limitation around this work]

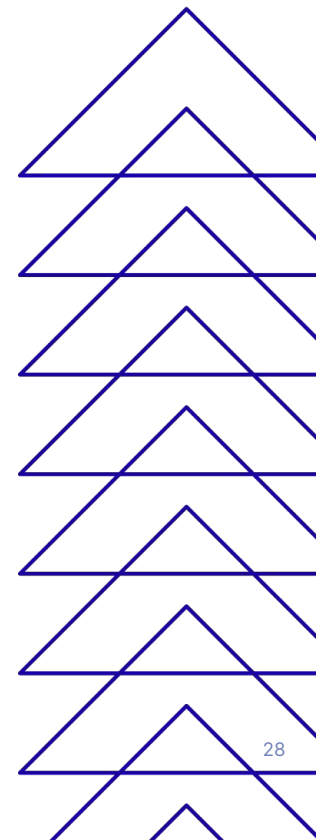


# Key takeaways



# Key takeaways

- **ALWAYS FOLLOW THE LAW**
- Vote tripling pledge collection is a simple way of multiplying the impact of every registration
- Pivot to the ask and be quick, clear, & concise
- Use materials (cards and QR codes) 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

