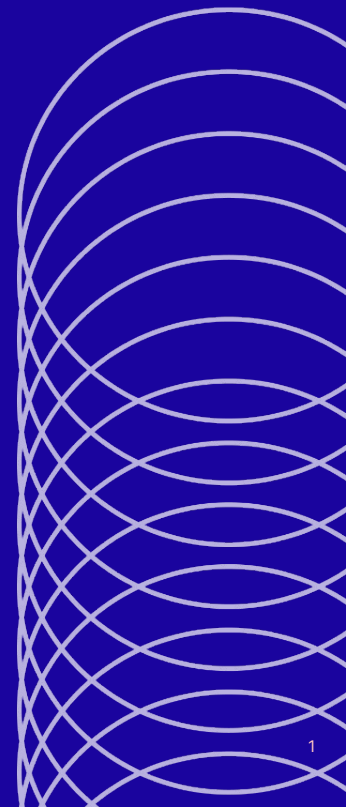


Early voter vote tripling volunteer training - {{ORG}}

How to maximize every supporter to increase voter turnout!

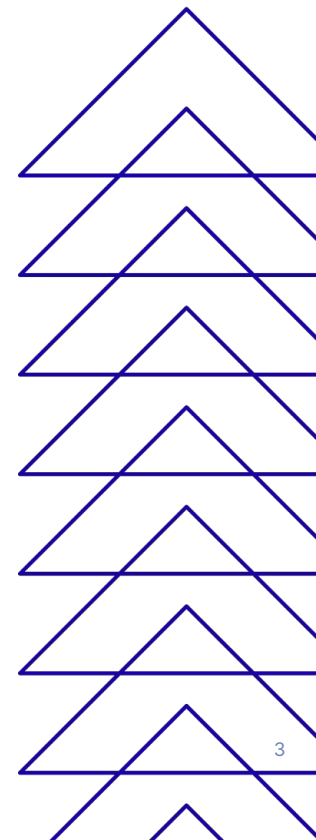


We're Vote Rev Action Fund, the behavioral design engine for voter engagement tactics

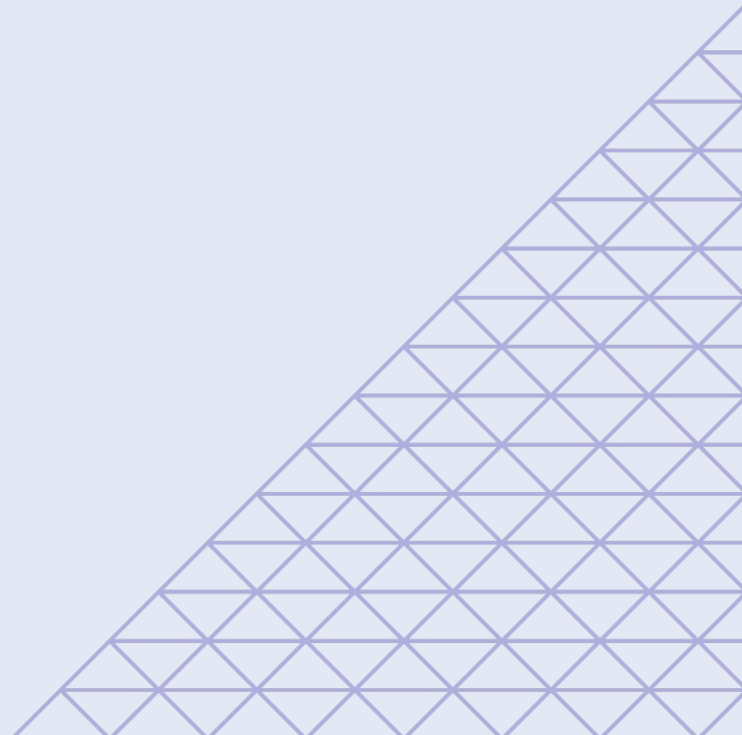


Our session goals

- What is early voter vote tripling (EVVT), and why it is effective
- Best practices for collecting pledges via SMS
- Understand data entry and how to record pledge information



What is EVVT, and why is it effective?



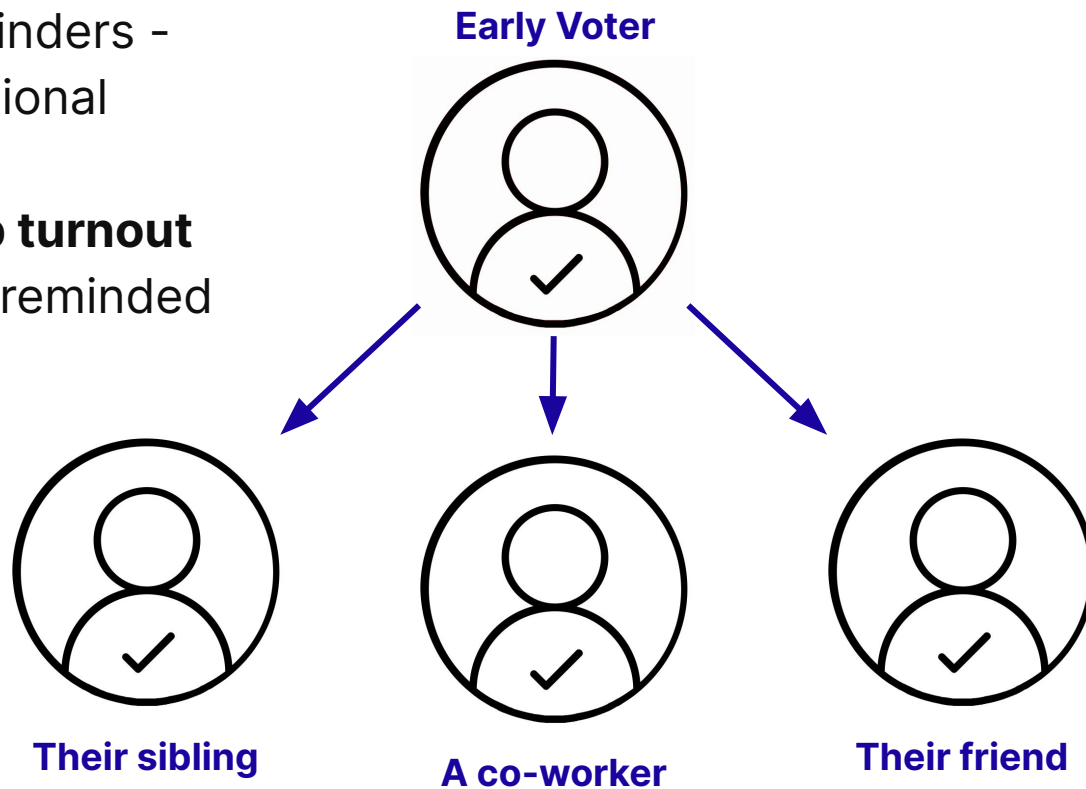
EVVT targets the potential
relational organizers no one else
is talking to: **early voters**

EVVT is a low-lift way to re-engage these voters in the political process, and leverage their networks to drive voter turnout

We're just asking early voters:
“Can we count on you to remind
three friends to vote as well?”

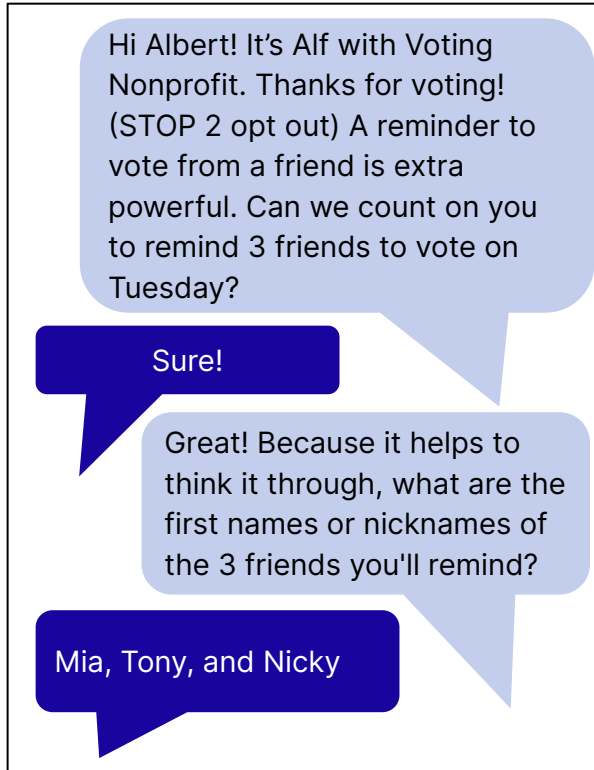
EVVT allows you to scale the power of friend-to-friend outreach!

- EVVT scales warm reminders - the most effective relational GOTV nudges
- Our studies find a **~1pp turnout increase** among those reminded



EVVT via SMS is just two simple steps

1. Ask over SMS



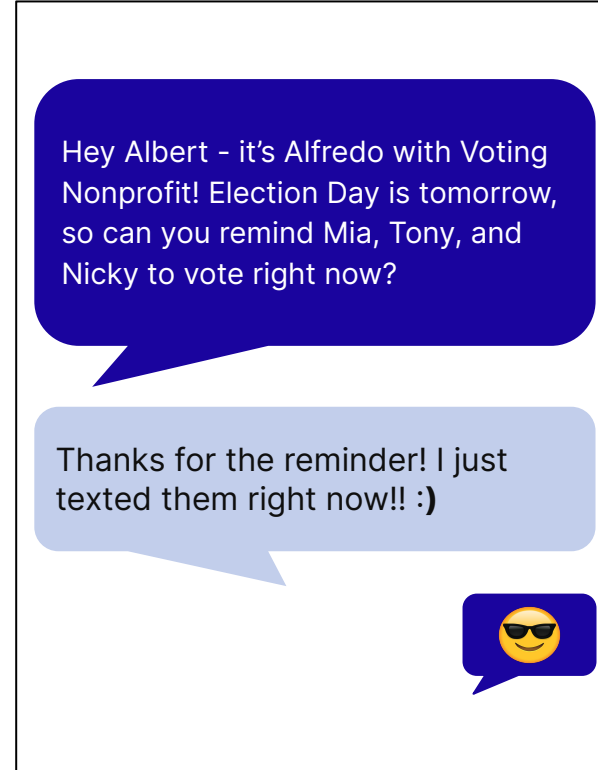
Hi Albert! It's Alf with Voting Nonprofit. Thanks for voting! (STOP 2 opt out) A reminder to vote from a friend is extra powerful. Can we count on you to remind 3 friends to vote on Tuesday?

Sure!

Great! Because it helps to think it through, what are the first names or nicknames of the 3 friends you'll remind?


Mia, Tony, and Nicky

2. Remind over SMS

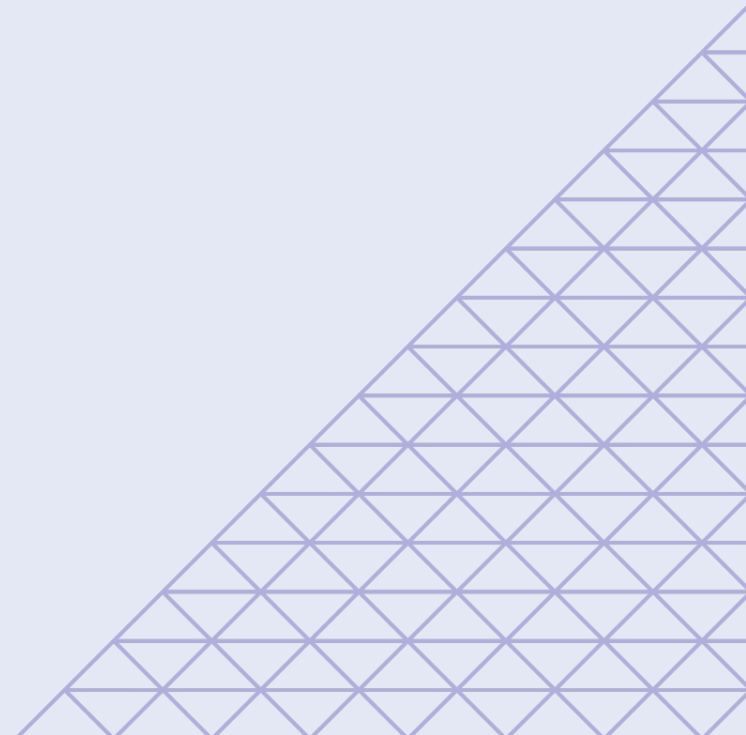


Hey Albert - it's Alfredo with Voting Nonprofit! Election Day is tomorrow, so can you remind Mia, Tony, and Nicky to vote right now?

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



Best practices for EVVT via SMS



Four best practices when sending SMS

- 1. Know the script**
Familiarize yourself with script and possible responses
- 2. Send follow up message to get three friends' names**
Know who your supporters will get to vote and save this information so we can send the supporters a personalized reminder before Election Day
- 3. Check for new responses**
Appropriately address new responses as they come in during your shift
- 4. Record the data immediately**
Record data as you get it to maximize your impact

Let's take a look at a script

Hi Inna! It's Ani with Voting Nonprofit. Thanks for voting! (STOP 2 opt out) A reminder to vote from a friend is extra powerful. Can we count on you to remind 3 friends to vote on Tuesday?

Yes!

Great! What are their first names?

We often see four buckets of responses

1. Supporter

Yes!

Sure.

Of Course

Definitely!

Yes, and I'll make sure they vote

2. Negative, opt out

Stop

I moved and don't live in that state anymore

Take me off your list!!

I'll make sure to not do that!!

Lose my number

I'll never remind friends to vote

3. Skip but don't opt out

No

They call you

I don't talk politics

I'll tell people if they ask. But I won't reach out.

I appreciate your work but won't tell my friends how to vote

4. Custom response needed

Didn't I already vote?





What do I do?

Already did!

All my friends are voters

Did they change how we vote? What do I need?

Overcoming a no and common hesitations

<p>“All my friends vote” or “I already reminded my friends”</p>		<p>Research shows people overestimate friends’ voting habits. Share an anecdote of reminding someone in your life</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 text.</p>
<p>“I don’t want to share my friends’ personal info”</p>		<p>Understand and assure them that we will only text them with a friendly reminder closer to Election Day. We don’t need friends info beyond names</p>
<p>“I can’t think of who to remind”</p>		<p>Respond that many people remind a family member, a neighbor, and a coworker. Some like to remind a forgetful friend or the most disorganized person they know!</p>

What are other good ways to respond?

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 to increase turnout in November.



What to expect doing EVVT for one hour

You will send
300
SMS per hour
(including follow
ups & data input)

About
6%
of voters you
text will pledge
to remind 3
friends

Meaning that
54
potential voters
will be activated
to vote per shift

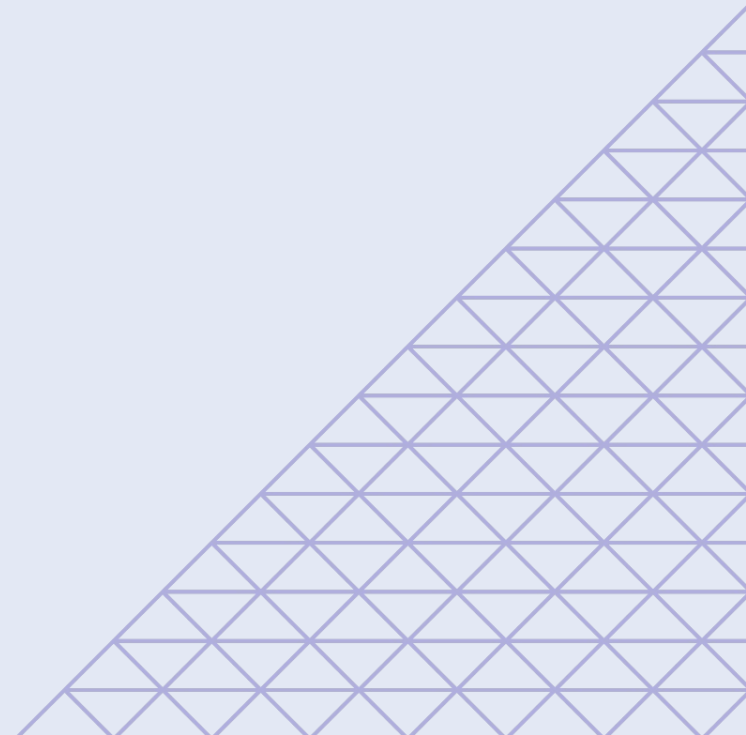
What to expect doing EVVT for a 3-hr shift

You will send
900
SMS per hour
(including follow
ups & data input)

About
6%
you text will
pledge to remind
3 friends

Meaning that
162
potential voters
will be activated
to vote per shift

How to record the pledge data properly



Recording data correctly
ensures we can send reminder
texts closer to Election Day!

Entering data: the supporter shares names

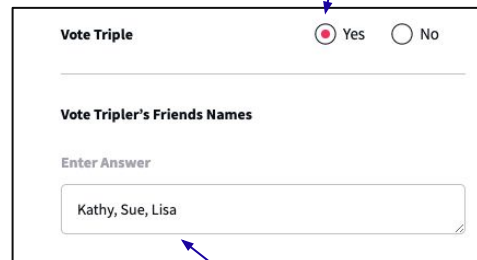
Hi Inna! It's Ani with Voting Nonprofit. Thanks for voting! (STOP 2 opt out) A reminder to vote from a friend is extra powerful. Can we count on you to remind 3 friends to vote on Tuesday?

Great idea. I'd be happy to.

Great! What are their first names?

Kathy, Sue, Lisa.

Record **'yes'** to vote tripling survey ask



Vote Triple Yes No

Vote Tripler's Friends Names

Enter Answer

Kathy, Sue, Lisa

Record names if they respond

Entering data: supporter gives no names

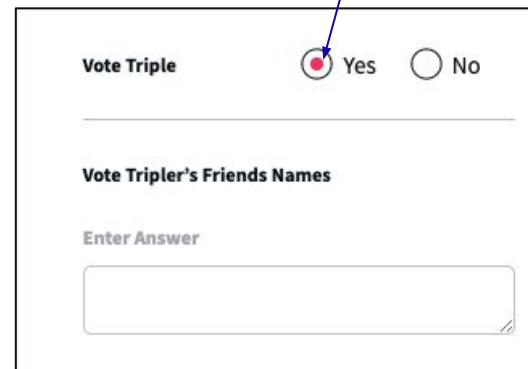
Hi Inna! It's Ani with Voting Nonprofit. Thanks for voting! (STOP 2 opt out) A reminder to vote from a friend is extra powerful. Can we count on you to remind 3 friends to vote on Tuesday?

Sure!

Great! What are their first names?

They don't reply back with names

Record **'yes'** to vote tripling survey ask



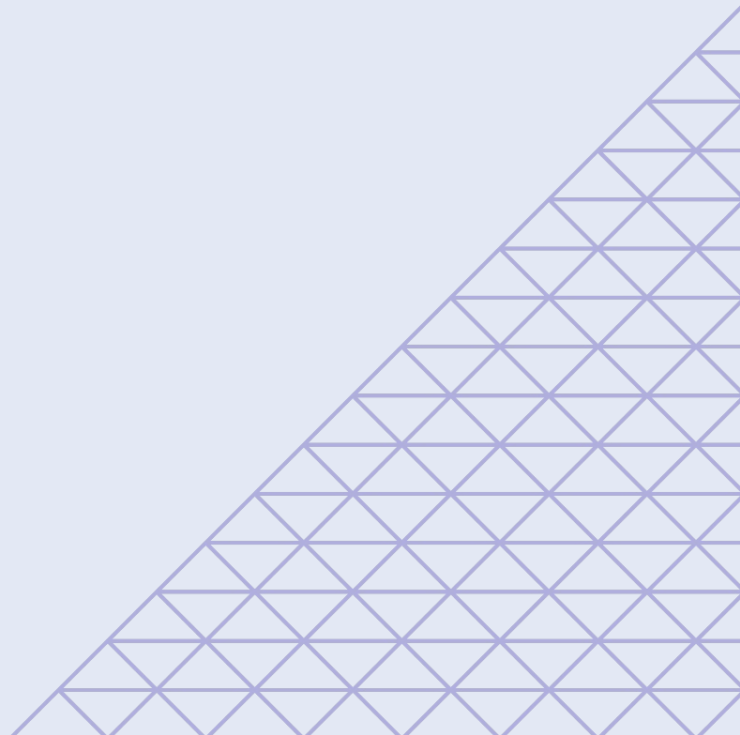
The screenshot shows a survey form titled "Vote Triple". At the top, there are two radio buttons: "Yes" (which is selected) and "No". Below this is a horizontal line. Underneath the line is the label "Vote Tripler's Friends Names". Below that is the text "Enter Answer" and a large, empty text input field.

Leave blank if no name is provided (i.e. macaroni & cheese)

Make sure to enter data as you go and after every conversation.

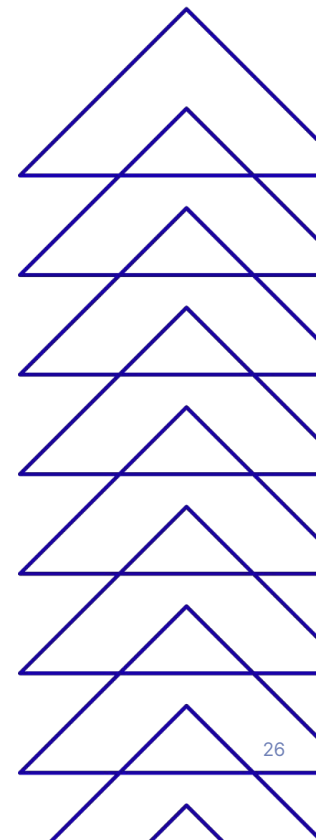
Discussion: How do you know
when to opt someone out?

Key takeaways



Key takeaways

- EVVT via SMS is very effective at increasing turnout among voters' networks before Election Day
- We should be persistent, clear, and unapologetic when asking for the names of their three friends
- Data is key - always make sure to record their contact information & their friends' names **as you receive it**
- Every pledge is a win - even if the numbers seem small, they are powerful



Questions & answers

