

Relational Voter Organizing

PART 2



OFA

**Passion is vital,
but you've got to have
a strategy.**

WHY DO PEOPLE VOTE?



They can

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**They want
to vote**

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**They are
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**Volunteers and organizers use their own
social networks to effect desired outcomes.**

**Don't sit this one out:
ofa.bo/voter-plan**

A TRUSTED MESSENGER MEANS...

We reach more people

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More effective conversations

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Personalized messages

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We reach more people
More effective conversations
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Greater accountability

Who should you prioritize?

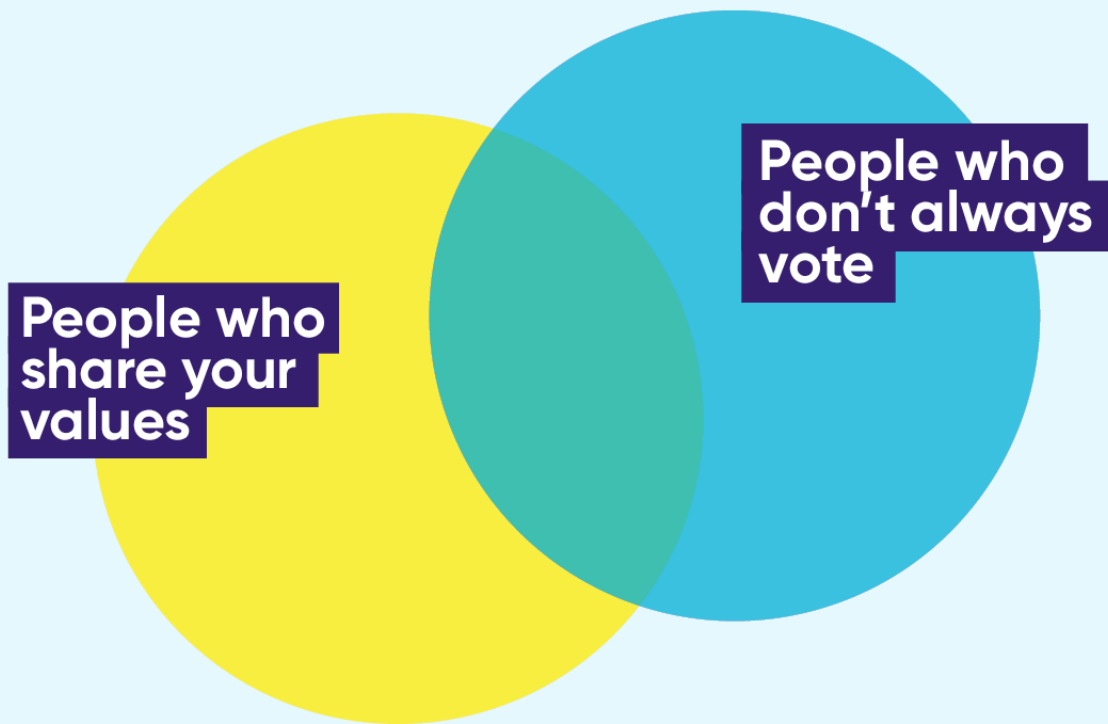
Prioritize people who live in priority districts or states, who share your values, and who might not be planning on voting this year.



People who
share your
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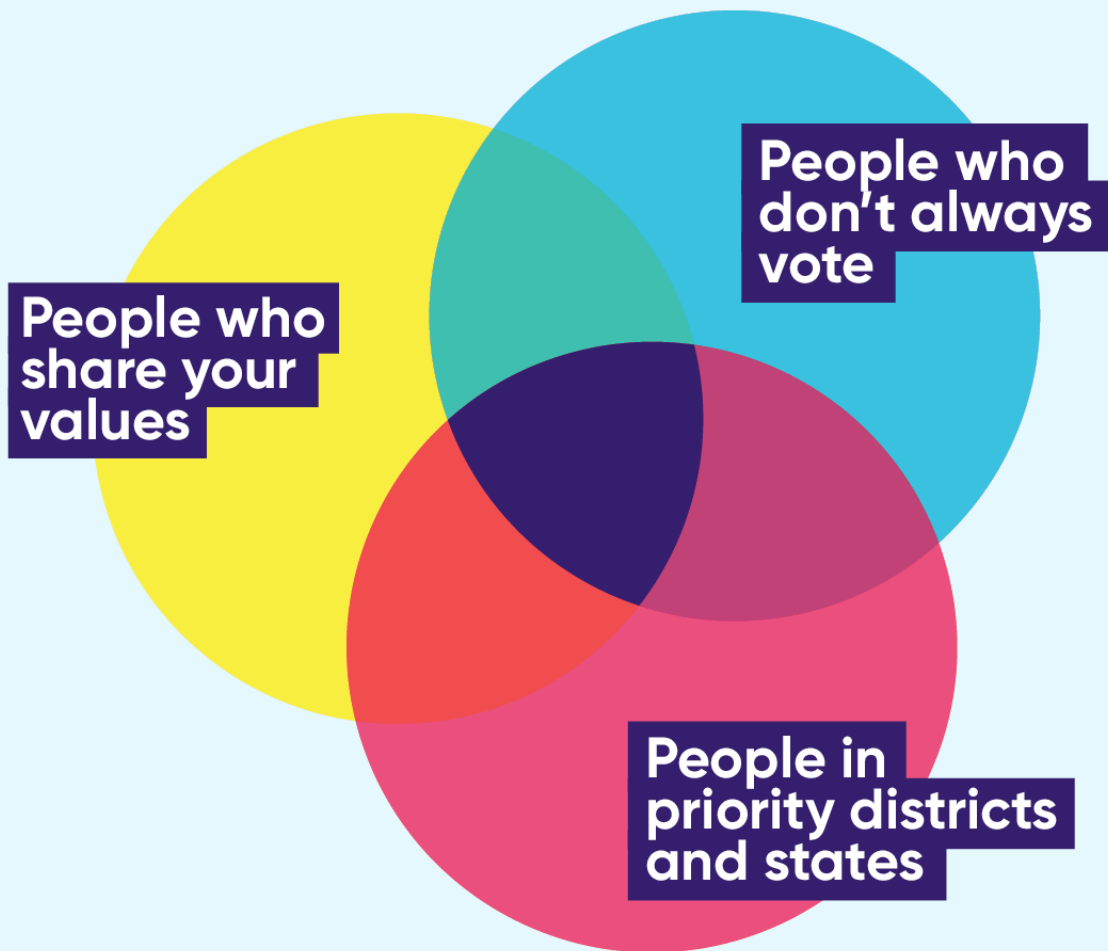
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STEP 1: WRITE DOWN YOUR CONTACTS

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Who do you see on a regular basis?

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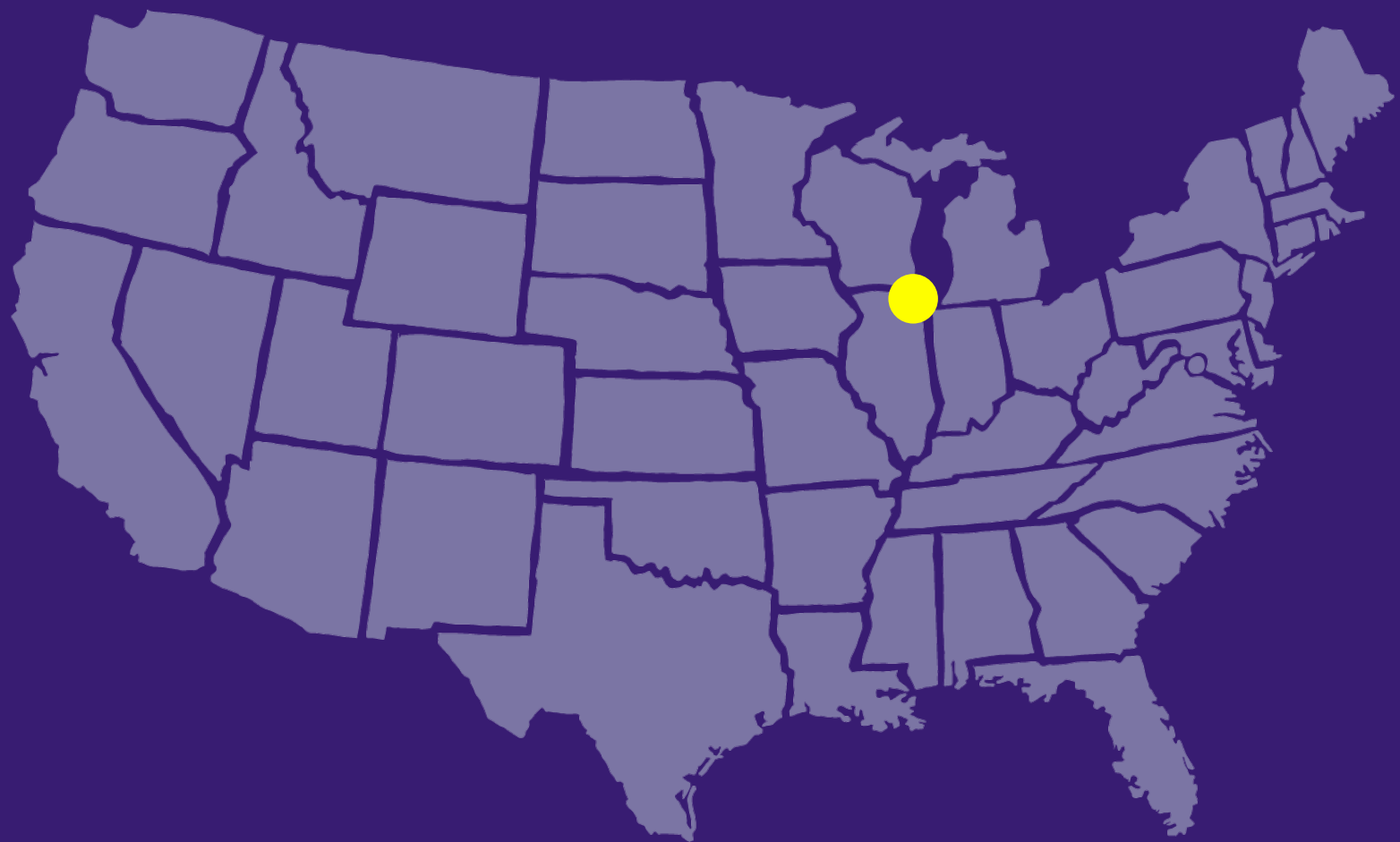
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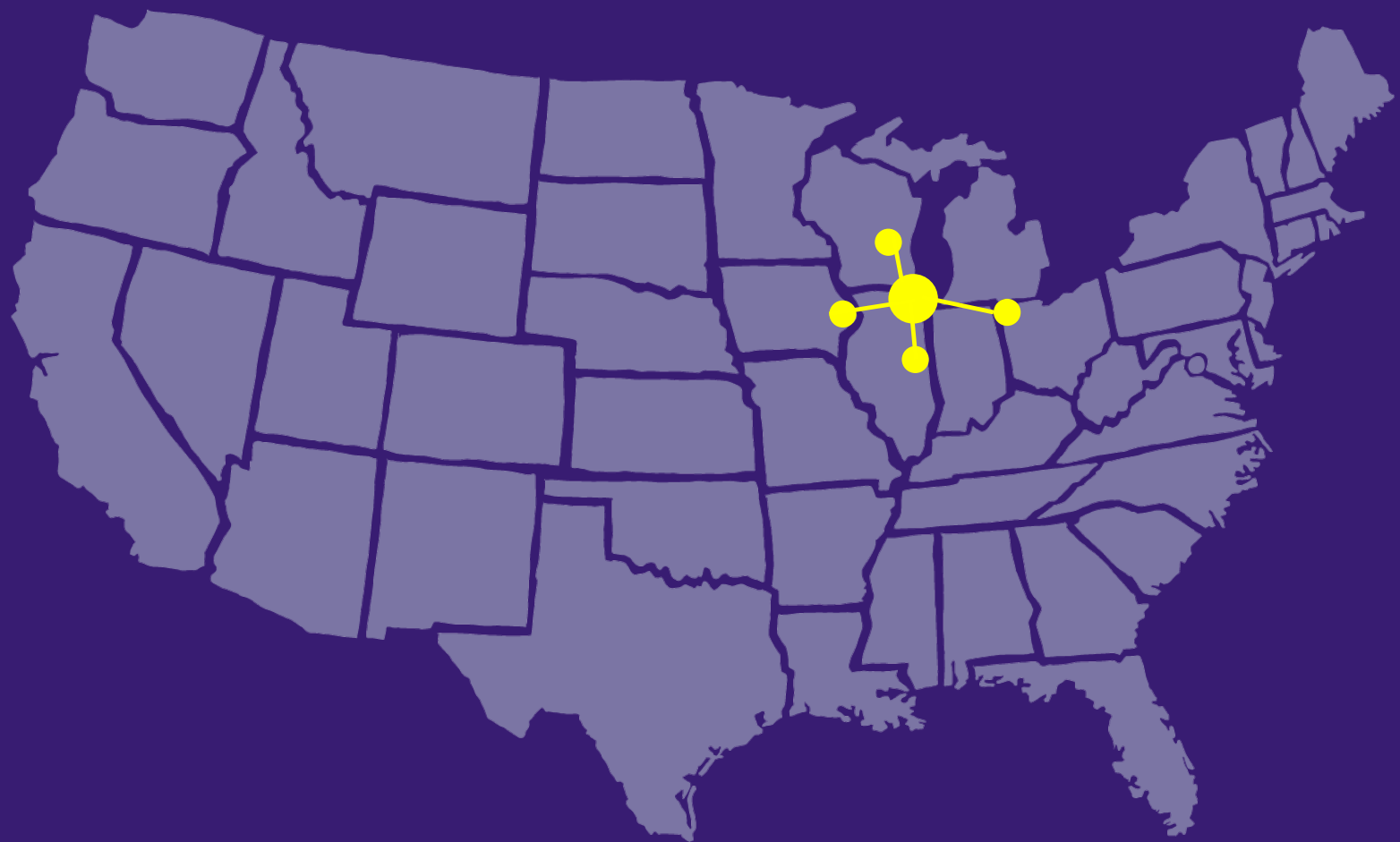
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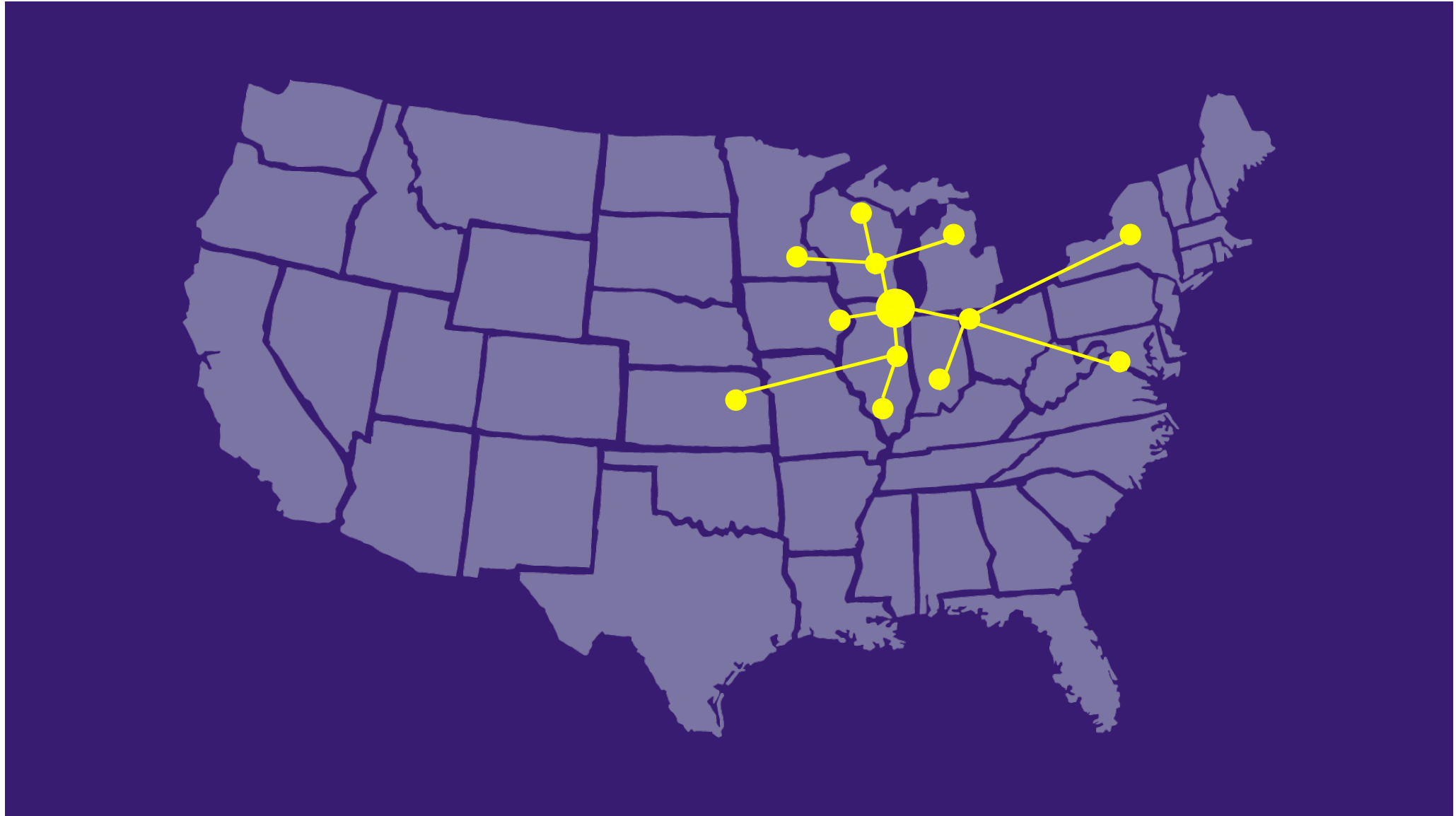
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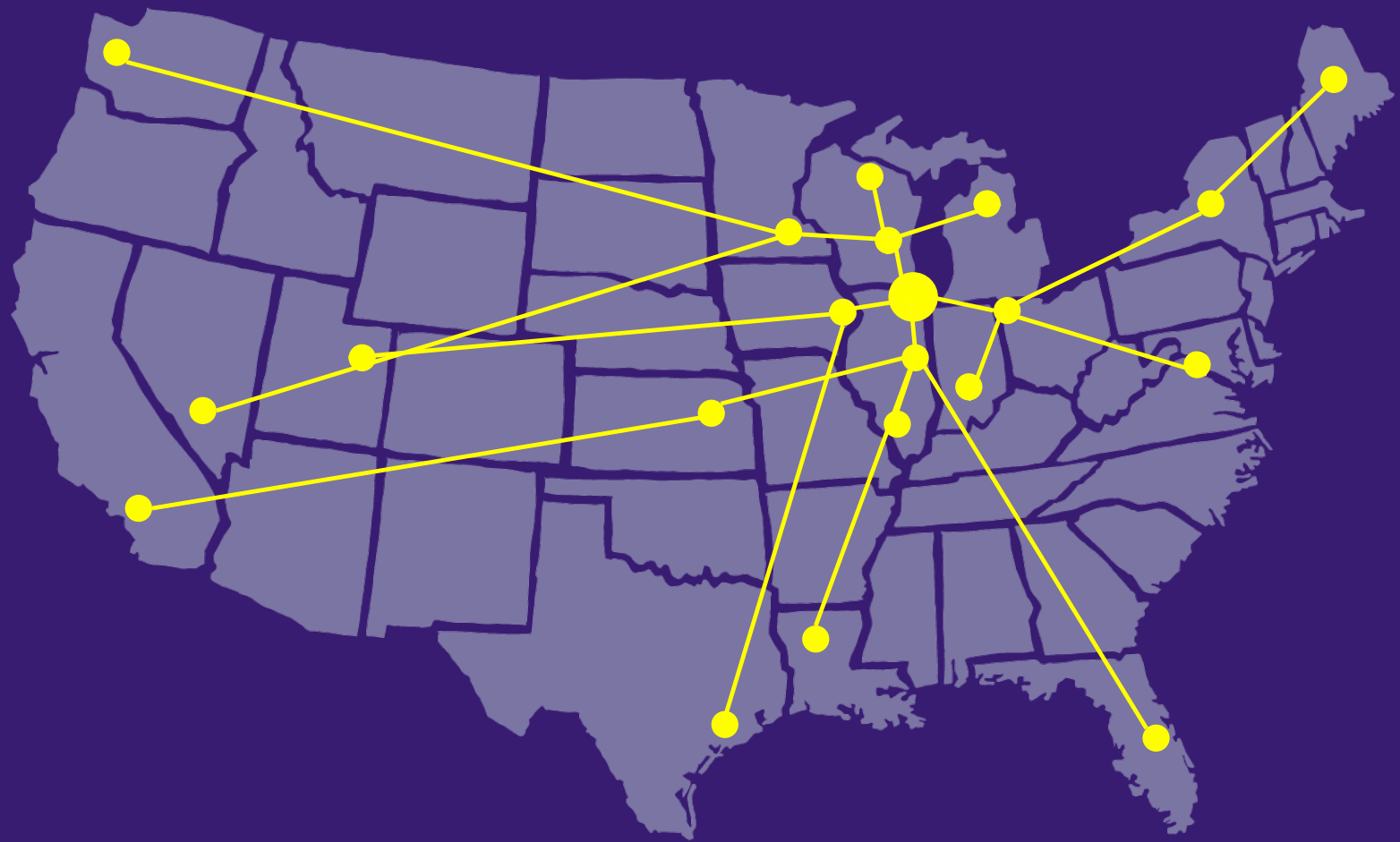
**Who do you see less often,
but still know and say hi to?**

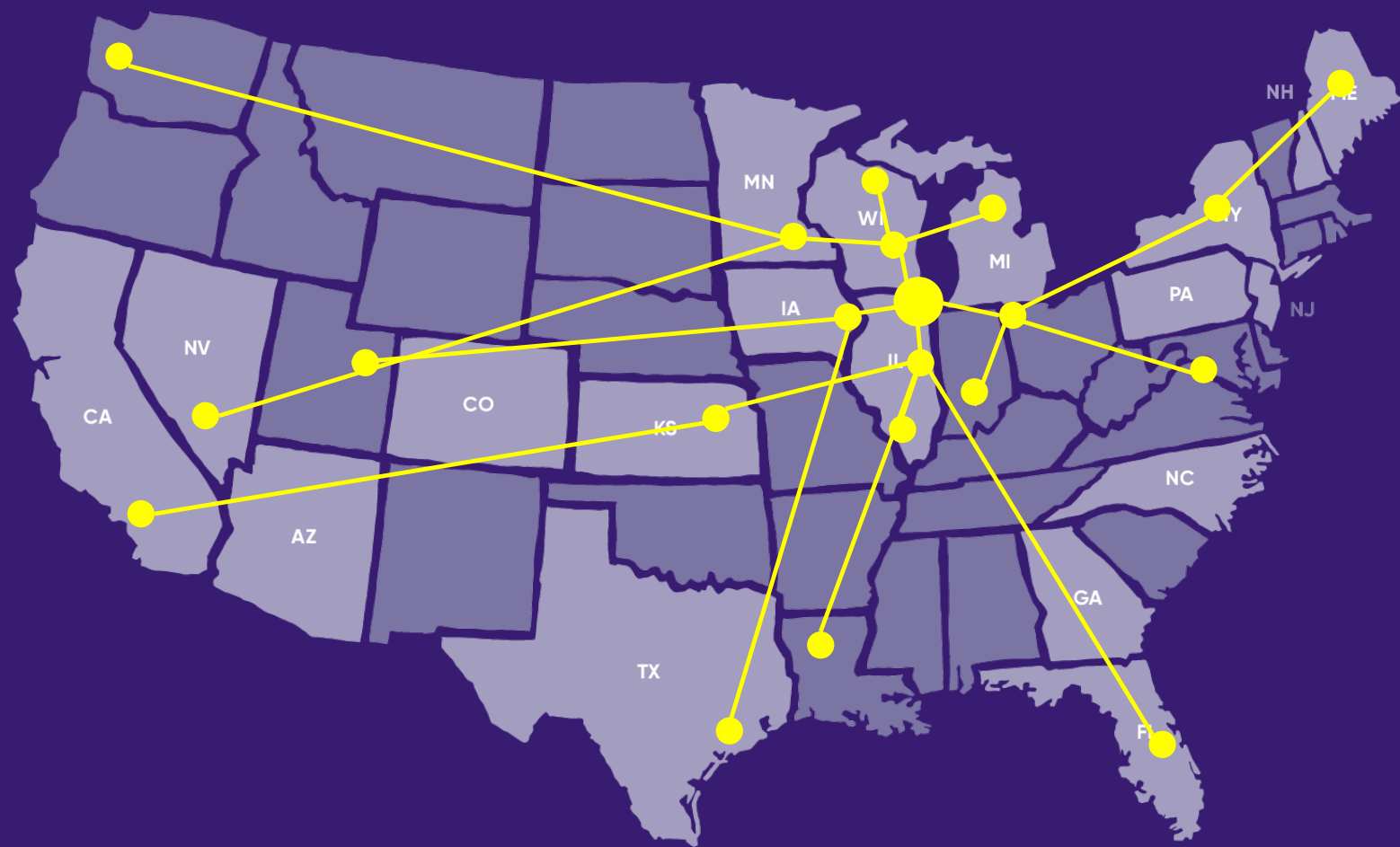
Friend mapping











Use OFA's priority districts and states as a reference

**VISIT [OFA.US/2018](https://ofa.us/2018) TO FIND
ALL OF OFA'S PRIORITY AREAS**



**Remember: this is about
turning every ally
and supporter into voters**

STEP 2: FIGURE OUT WHAT TO SAY

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Important: Follow-up and share resources

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**Think about what would
motivate you to vote**

EXAMPLE

"Jon, you know health care has been a really important issue for me and my family—it affects us directly with these pre-existing conditions. I know you don't usually get involved in politics, but will you promise me that you'll vote this year? I'm kind of counting on people like you to come out, so I can't not ask. You know?"

EXAMPLE

"Hey Alexis, what are you doing November 6? I don't know if you've seen what's been going on in D.C., but this year's election is going to be really important. I just need to ask you if you'll take 30 minutes to come out and vote this year. You know I wouldn't be asking if this wasn't important."

EXAMPLE

Hi Auntie Sarah,

I hope all is well! I'm challenging myself to help everyone in my network to vote in the midterm elections on Nov 6. If you need any info about when and where to go, you can get started at ofa.bo/voter-plan

Practice!

**Take 10–15 minutes to pair off
and practice what you would say
and how you would say it to a
potential voter in your network.**

**Give each other feedback and
refine your ask.**

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Will you vote early or on election day?

Is your polling location close enough to walk or drive?

Do you plan to vote before or after work?

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Will you be in town on November 6 or will you need to prepare to vote beforehand?

Will you vote early or on election day?

Is your polling location close enough to walk or drive?

Do you plan to vote before or after work?

Who are you planning to bring with you to vote?

FOR ADDITIONAL PRACTICE

ofa.bo/bootcamp

A purple-tinted photograph of a polling station. In the background, there are signs that say "POLLING PLACE" and "VOTING PLACE". There are also red and blue balloons hanging from the ceiling. In the foreground, several people are standing at voting booths, their backs to the camera. The text "Participating in democracy feels good." is overlaid in white, bold, sans-serif font in the center of the image.

**Participating in
democracy feels
good.**

STEP 3: PREPARE

Where to register to vote

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Where to register to vote

Where to verify your registration

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Where to commit to vote

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How to find your polling place

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Where to register to vote

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Where to commit to vote

How to find your polling place

How to make your plan to vote

STEP 3: PREPARE

Where to register to vote

Where to verify your registration

Where to commit to vote

How to find your polling place

How to make your plan to vote

How to look up your congressional district

**Find all of these resources linked
in the Friend Mapping Guide at
ofa.bo/friend-mapping**

Best Practices

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Keep track of those you're talking to

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Practice

Help them make a plan for Election Day

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Keep track of those you're talking to

Be sure to follow up

Practice

Help them make a plan for Election Day

Make sure you ask for a commitment to vote

"I quote Justice Louis Brandeis, in saying that the most important office in a democracy is the office of citizen. It's not president. It's not congressman, or senator, or governor. It's citizen. And each of us have a certain responsibility—you can't just sit back and complain—we gotta try to have an influence."

BARACK OBAMA

