

CAMPAIGN ORGANIZING BOOT CAMP

# GOTV turnout conversations

Alex Tornato / OFA Training Manager / @atornato





A portrait of Alex Tornato, a woman with curly brown hair, smiling against a brick wall background. She is wearing a black sleeveless top and a gold hoop earring.

**Alex Tornato**

OFA Training Manager  
@atornato



**#OFAAction**



# Goals for this session

- 1 Internalize and apply the GOTV framework for effective conversations when talking to sporadic voters



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- 2 Examine GOTV best practices



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- 1 Internalize and apply the GOTV framework for effective conversations when talking to sporadic voters
- 2 Examine GOTV best practices
- 3 Feel excited to implement these practices with voters in your community



# Agenda

## Introduction

Voter universe

Elements of GOTV conversation

GOTV conversation framework

Next steps and close

**Turnout conversations** in a campaign  
are conversations focused on getting  
people out to vote.



**Why do we have turnout  
conversations?**

**Pause for group share**

**When more people vote  
our democracy is stronger.**

**Why do turnout  
conversations work?**



# Why do turnout conversations work?

## Accountability to vote

- Creates social pressure

\*Source- Analyst Institute

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## Accountability to vote

- Creates social pressure

## Pledging to vote

- Reminds voters of the norm of voting
- Voters who pledge to vote are more likely to turnout than those who don't

# Why do turnout conversations work?

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## Accountability to vote

- Creates social pressure

## Pledging to vote

- Reminds voters of the norm of voting
- Voters who pledge to vote are more likely to turnout than those who don't

## Vote planning

- Vote planning effectively cuts through the quick yes/no responses you might get from voters

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**Voter universe**

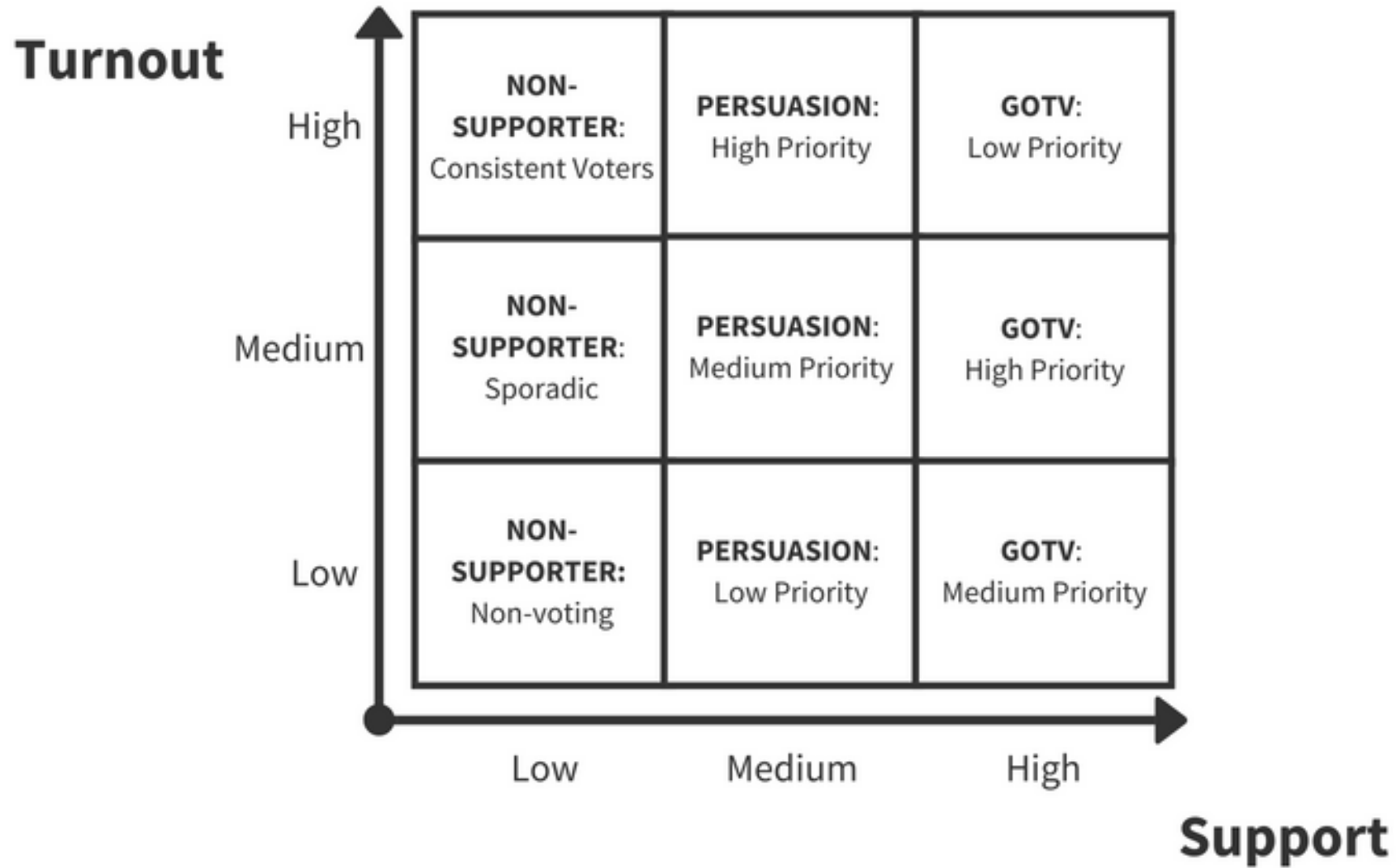
Elements of GOTV conversation

GOTV conversation framework

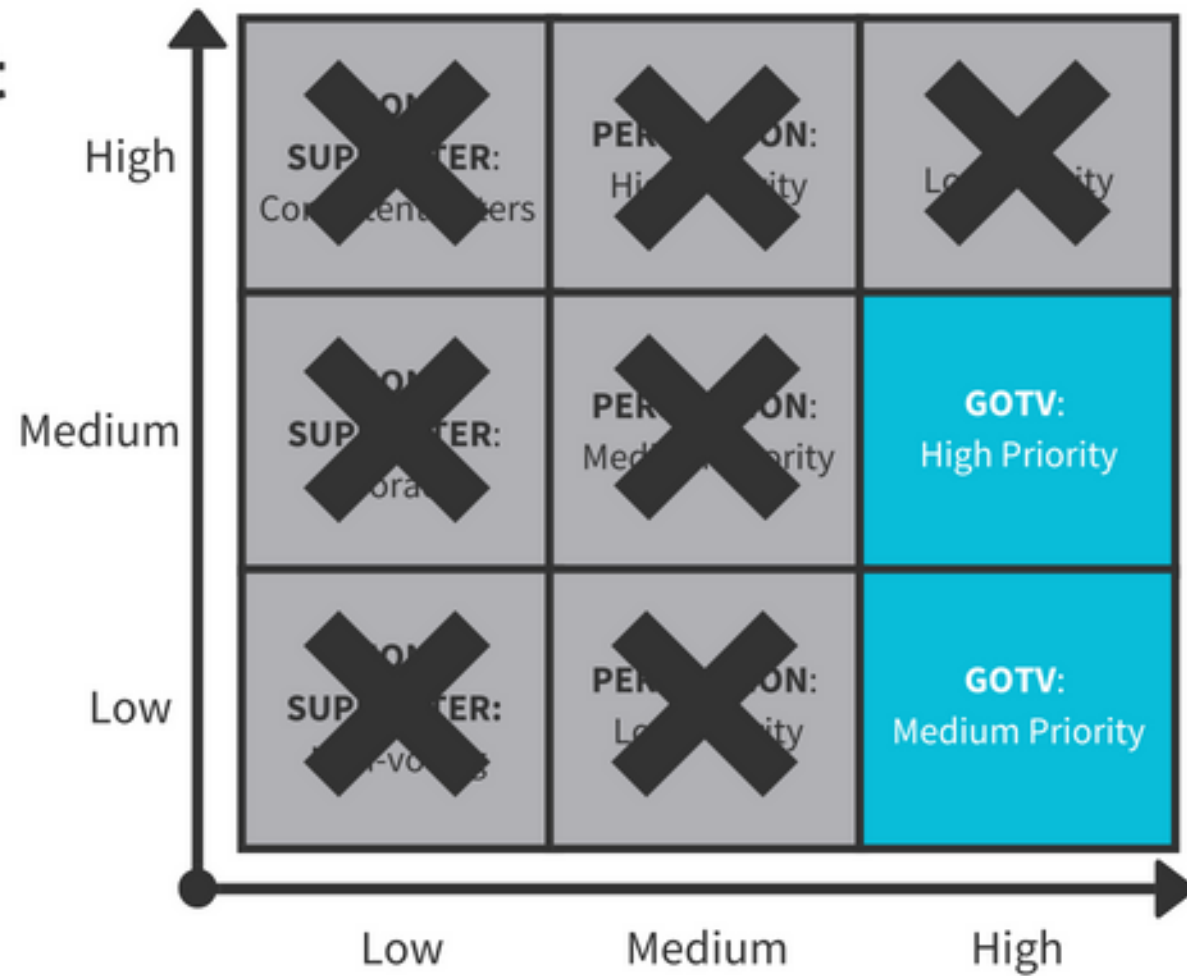
Next steps and close



# Voter universe



**Turnout**



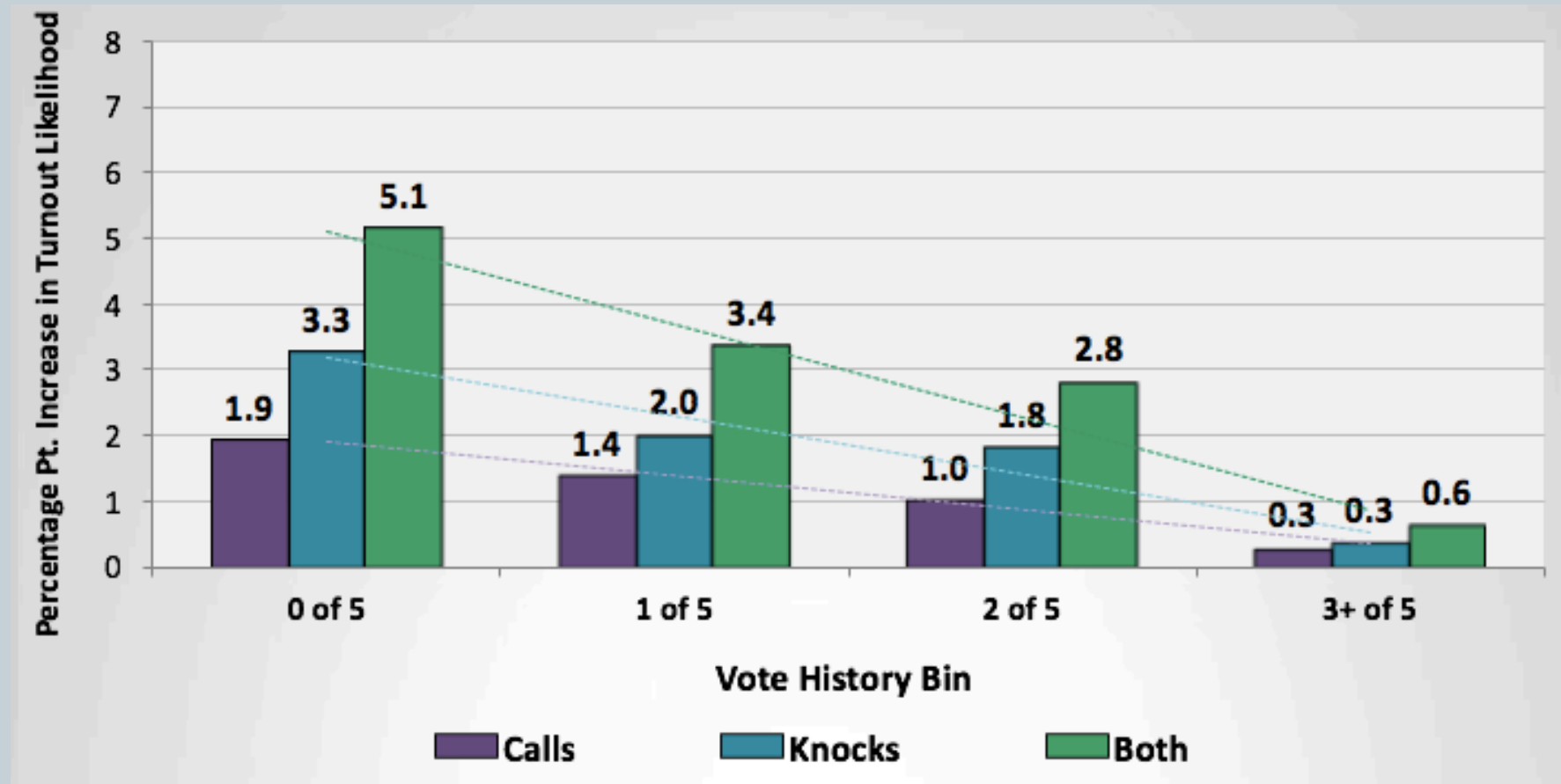
**Support**

**Focusing on these voters increases impact by THIS  
much...**



# Impact was concentrated on more sporadic voters

Percentage pt. increase in turnout per attempt by vote history



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# Elements of GOTV conversations

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- 1 Getting a commitment to vote

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- 1 Getting a commitment to vote
- 2 Making a plan to vote



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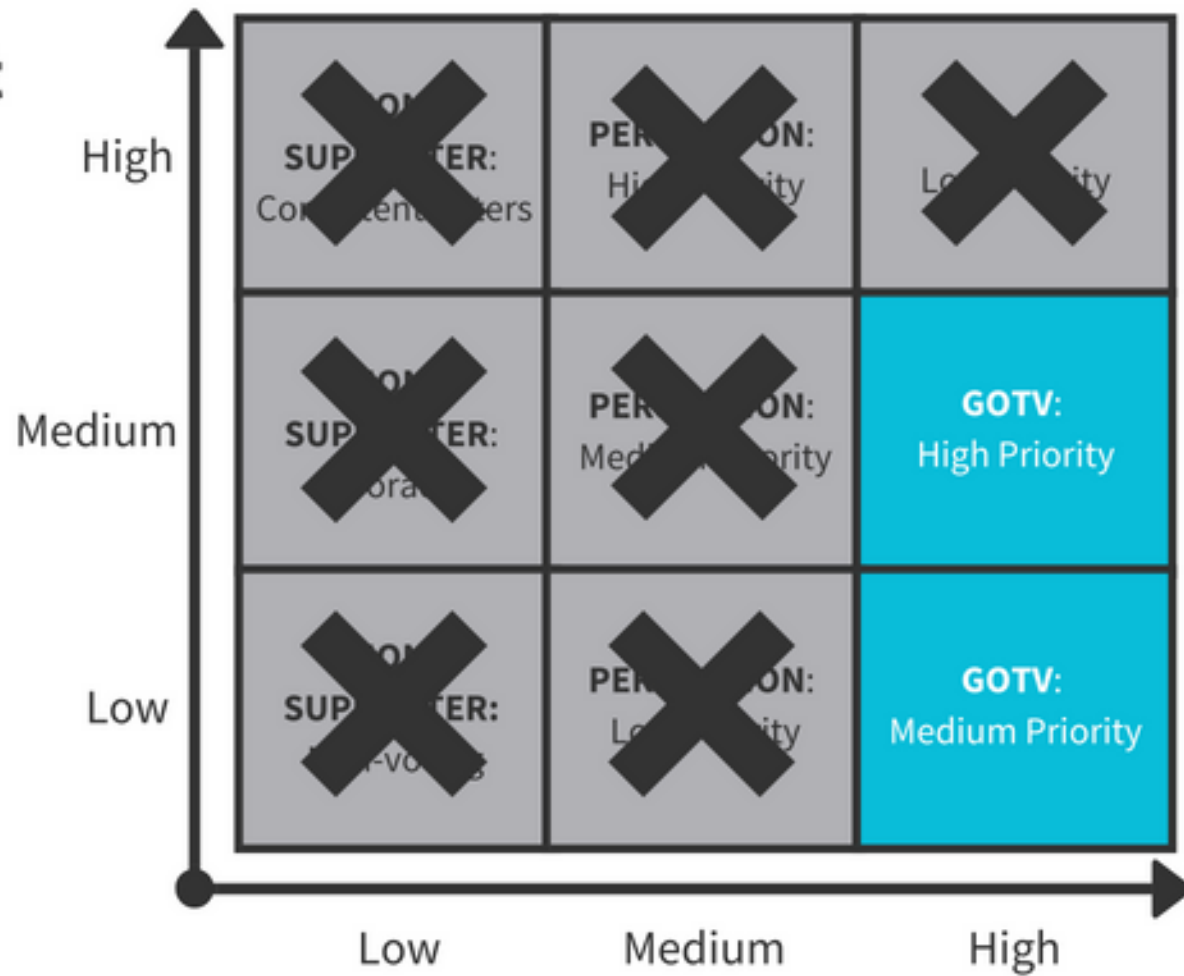
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# GOTV conversation framework

## **A GOTV CONVERSATION FRAMEWORK:**

- 1. Confirm their support for your cause and remind them of key voting deadlines**

**Turnout**



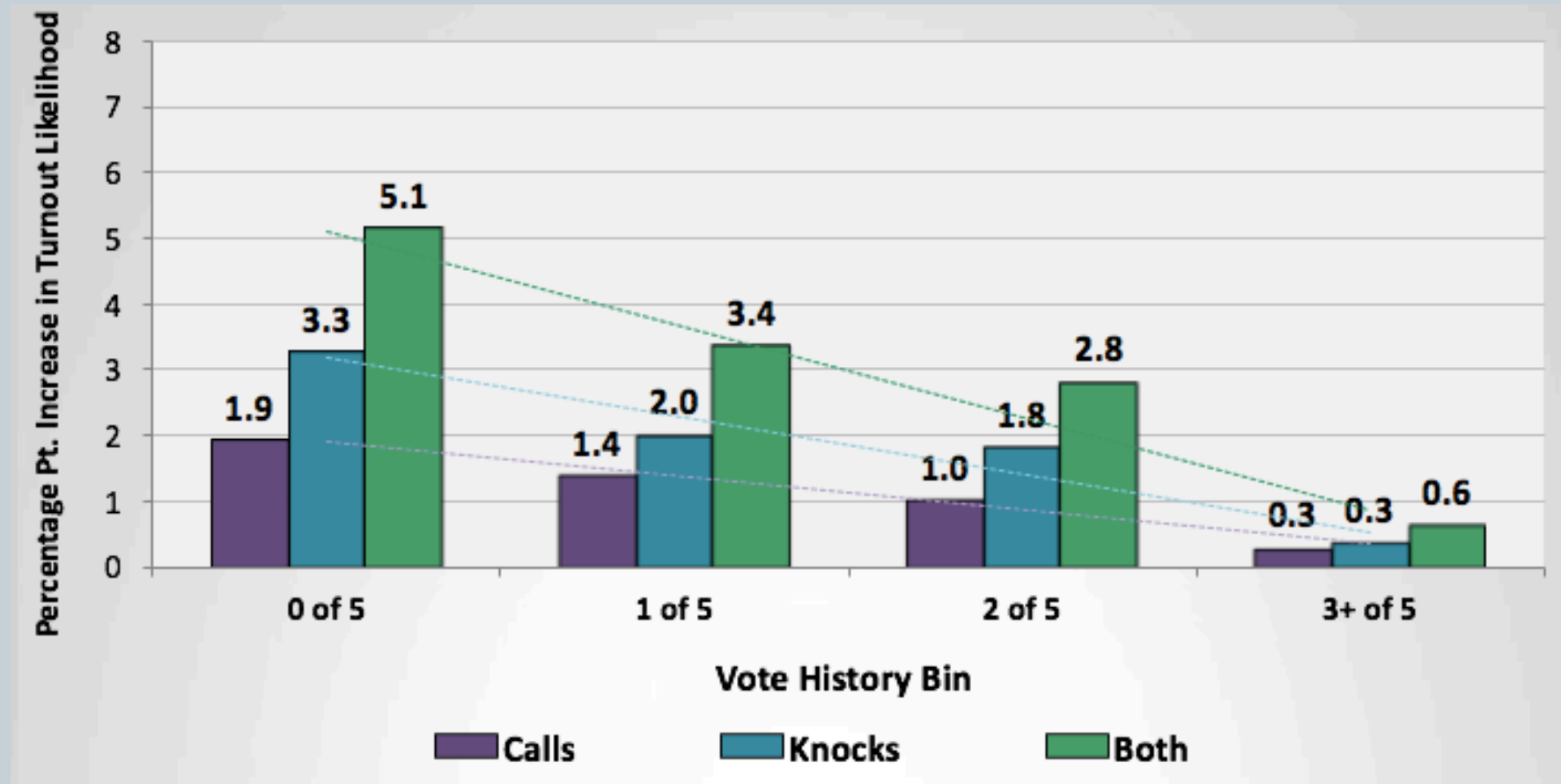
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## **A GOTV CONVERSATION FRAMEWORK:**

- 1. Confirm their support for your cause and remind them of key voting deadlines**
- 2. Make a plan with the voter**
- 3. Get a commitment from the voter and ask them to verbalize their reasons**

# Voters commit and verbalize their reasons

- Get voter commitment—they should verbalize that they will vote in their vote plan or you can have them sign a commit to vote card!
- Verbalizing reasons for voting adds purpose for the voter and increases their likelihood to turnout.



## **A GOTV CONVERSATION FRAMEWORK:**

- 1. Confirm their support for your cause and remind them of key voting deadlines**
- 2. Make a plan with the voter**
- 3. Get a commitment from the voter and ask them to verbalize their reasons**
- 4. Don't focus on issues or candidates**

# Don't focus on candidates or issues

- The goal is to increase turnout.
- The Analyst Institute has found that voters view candidate/issue information as an attempt to get them to vote in a certain way and **not as a reminder to vote!**
- Easy solution - confirm that they are supporter at the beginning of the conversation.

**Watch video 1 on  
next slide**





**REPORT-BACK:**

**What is missing  
from the  
conversation  
you just  
watched?**

**Watch video 2 on  
next slide**







**REPORT-BACK:**

**What went  
well in the  
conversation  
you just  
watched?**



# **Pause for activity: Scenarios**

# Scenario 1:

- **Local touch**
- **Voter accountability**
- **Commitment to vote**
- **Plan-making**
- **Thanks for voting**

- Partner 1 should play the role of a hurried and busy sporadic voter
- Partner 2 should play the role of the canvasser

# Scenario 2:

- **Local touch**
- **Voter accountability**
- **Commitment to vote**
- **Plan-making**
- **Thanks for voting**

- Partners switch off!
- Partner 1 is now the canvasser
- Partner 2 is now the sporadic voter

# Group debrief



**REPORT-BACK:**

# What did you come up with?

Share your thoughts out loud!

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# Next Steps

- 1 Continue to practice the GOTV framework
- 2 Rehearse connecting on shared values with two other people and ask for feedback
- 3 Apply your GOTV skills to volunteering on campaigns

**Thank you!**