

# GOTV turnout conversations

**Activity: What is a turnout conversation and why is it important?**

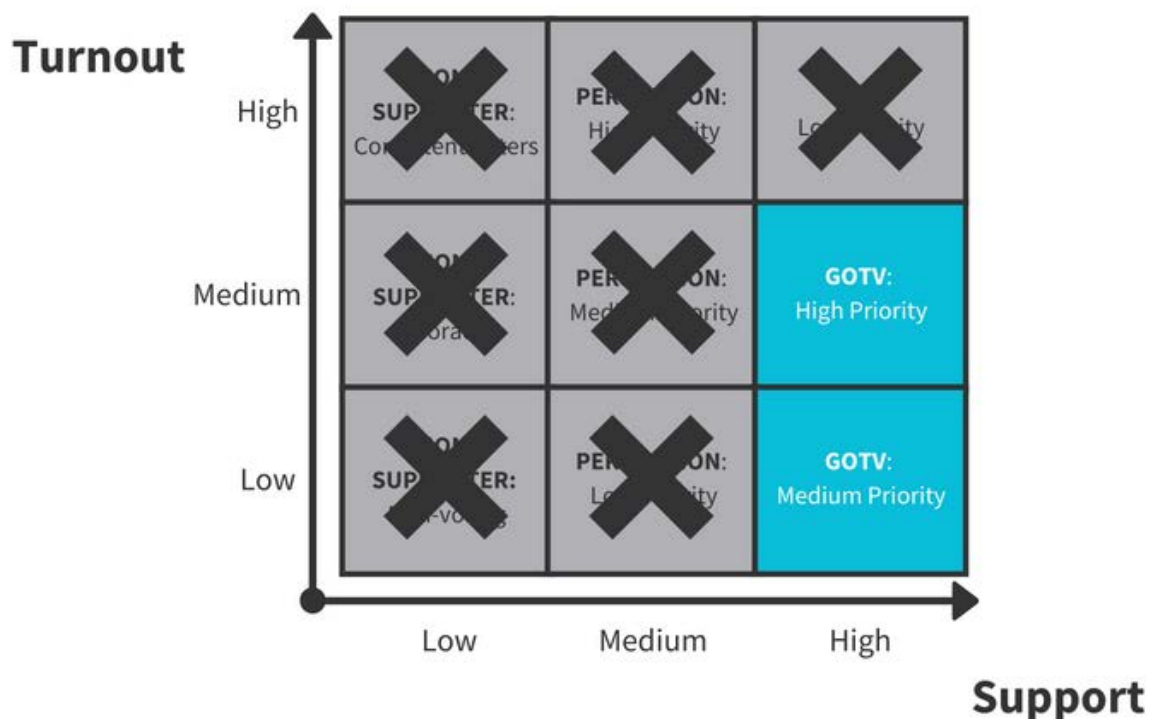
NOTES:

## Why do turnout conversations work?

- 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

NOTES:

## Understanding the audience for turnout:



## **Elements of GOTV turnout conversation**

- Getting a commitment
- Making a plan to vote

**NOTES:**

## **GOTV conversation framework**

**Step 1: Confirm their support for your cause and remind them of key voting deadlines**

**NOTES:**

**Step 2: Make a plan with the voter**

**NOTES:**

**Step 3: Get a commitment from the voter and ask them to verbalize their reasons**

**NOTES:**

**Step 4: Don't focus on issues or candidates**

**NOTES:**

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## **Activity: Scenario 1**

Notes:

### **Keep these points in mind:**

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

## **Activity: Scenario 2**

Notes:

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