**Campaign Organizing Bootcamp**

**GOTV turnout conversations**

**Goals for this training:**

1. Internalize and apply the ‘get out the vote’ framework for effective conversations when talking to sporadic voters
2. Examine ‘get out the vote’ best practices
3. Feel excited to implement these practices with voters in your community

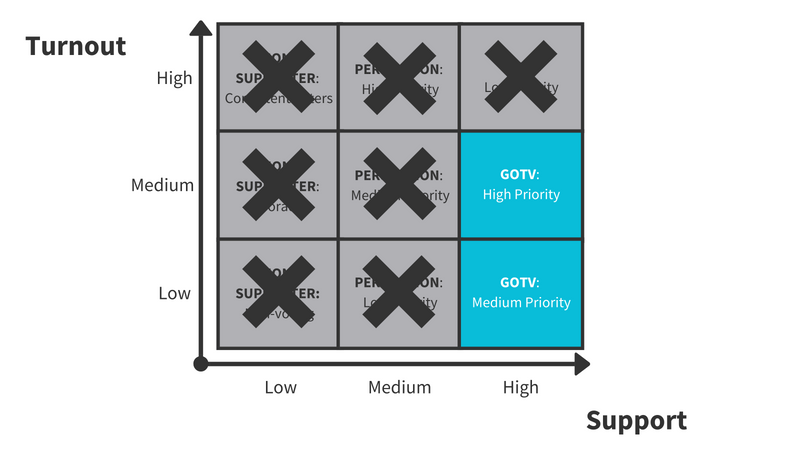
**Activity: What is a turnout conversation and why is it important?**

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| --- |
| **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

**Understanding the audience for turnout:**



**Elements of GOTV turnout conversation**

* Getting a commitment
* Making a plan to vote

**GOTV conversation framework**

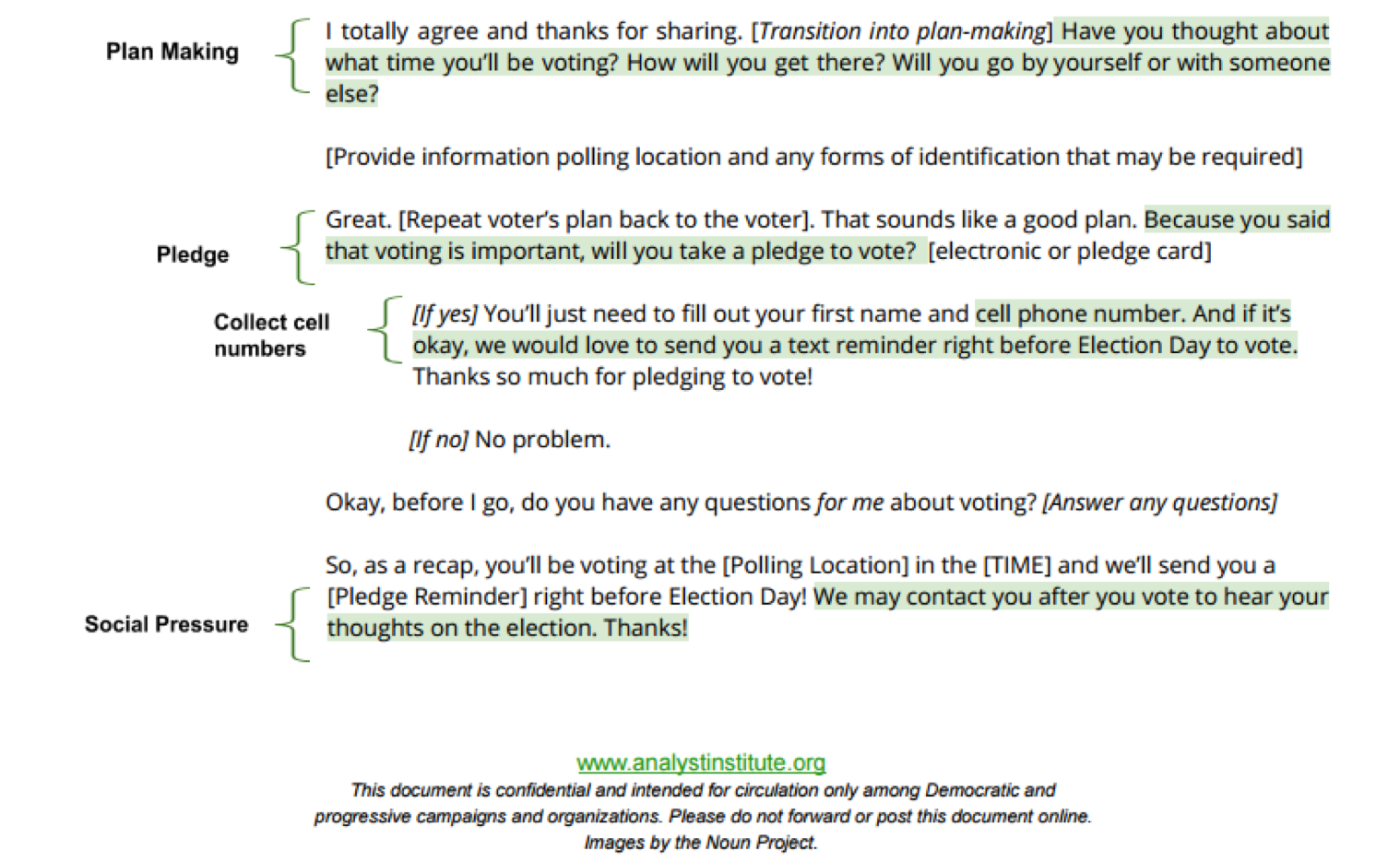
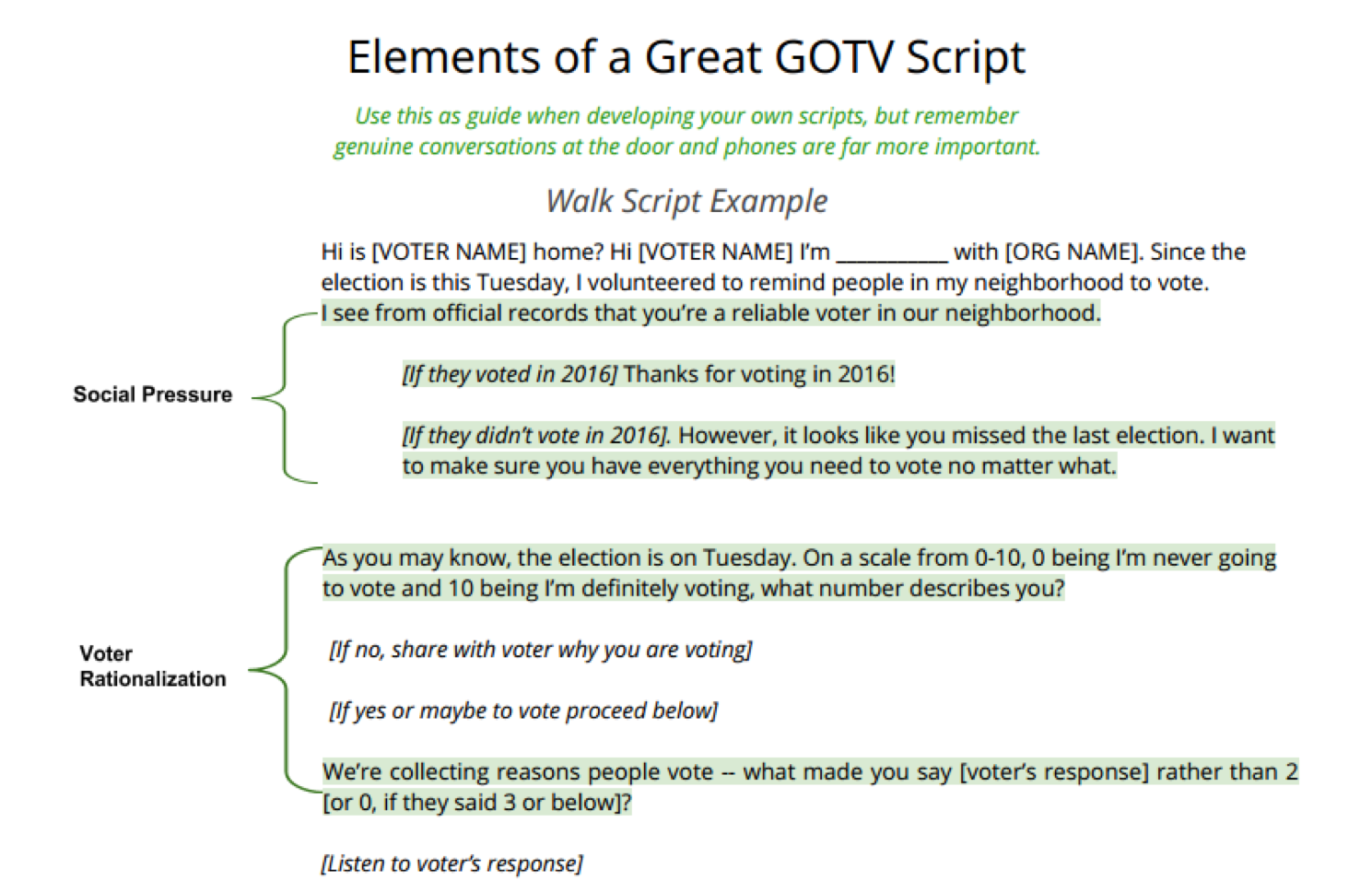
**Step 1:** Confirm their support for your cause and remind them of key voting deadlines

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

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

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

**Elements of a great GOTV script**



**Activity: Scenario 1 Keep these points in mind:**

Notes: • Local Touch

• Voter accountability

• Commitment to vote

• Plan-making

• Thanks for voting

**Activity: Scenario 2**

Notes: