

How to Make a Vote Plan

People are more likely to actually go vote if they make a detailed plan, including when, where, and how, they will vote. Use this handout to guide the scripts you write for your volunteers.

Step 1: Apply Social Pressure

Your campaign is making every effort to mobilize supporters and base voters to vote, and that's where social pressure comes in. Make sure that the voter is aware that voting is open, and that their neighbors/community are already casting their ballots.

Step 2: Confirm the Voter's Polling Location

Make sure the voter knows their polling location.

Step 3: When Will They Vote?

Ask the voter to decide: vote early or on Election Day.

Step 4: Thinking Through Logistics and Transit

Ask the voter to think through the logistics of the day they are planning to vote — where will they be coming from? How will they get there, and how long will it take? Do they need to take time off, or move meetings/appointments around?

Step 5: Have Them Encourage Others

Empower the voter to encourage others to vote, by bringing a friend or two to the polls, reaching out to friends on social media, etc.

Step 6: Share That They've Voted

Empower the voter to let others know they voted by something as simple as sharing a selfie in front of the polling location.

Step 7: Thank the Voter

Thank the voter for their commitment.