

Bridge Building Script

Objective of the Canvass: During this canvass you will be talking to our Bridge Building universe which tends to break down to two groups of people:

- Persuadable needs ID (i.e. people that relatively frequently vote but we have little data on them and do not know who they are likely to support)
- Persuade to Participate (people who share our values but are less motivated to vote i.e. missed 2024 or 2022 elections).

Your goal of this canvass is to actively listen to the voter, start to build a relationship and get IDs for Democrats. You will be successful walking away from the conversation if the voter feels listened to and you have gotten an ID (so we know if/when to follow up with that voter). These might be difficult conversations but identifying even ONE person that we can follow up with next year could be vital to our path to victory (Wisconsin frequently comes down to ~3 votes per ward).

Hi, my name is [**Your Name**], may I speak to [**Name of Voter**]?

Hi [**Their Name**], I'm with the [Local Area] Neighborhood Action Team. I wanted to take some time to hear from our community about the issues we care about most.

What do you think is the most important issue we're facing as a state or country right now? [*Do not read the list*]

Abortion Access	Economy	Education	Environment	Foreign Policy
Guns	Healthcare	Immigration	Jobs	Public Safety
	Roads/Infrastructure	Systemic Racism		

[If they cannot think of an issue ask them "If Donald Trump was standing on your door step what would you want him to know?"]

[Affirm and acknowledge] We've talked to a lot of people who care about ____ [*Repeat back their issue*]. Why is this issue important to you? [*If appropriate, share a personal story that connects.*]

How do you feel about the way the Trump administration is handling that issue?

Very Well Somewhat Well So-So Somewhat Poorly Very Poorly

Do you typically vote for Republicans or Democrats?

Always Dem Usually Dem Independent/Undecided Usually GOP Always GOP

[IF THEY ARE DEMS: Tell them about your next meeting or event. The more the merrier!]

Wisconsin always comes down to a handful of votes - we really need all the help we can get. [*Personal statement about the values we are fighting for as a party & our work*].

[Volunteer] Can we count on you to volunteer with the WisDems?

Yes No Maybe

[Vote Tripling] In times like these it is really important we are hearing from people we trust. **Can we count on you to talk to 3 friends or family members about the issues & the importance of voting?**

Yes

No

Maybe/ Unsure

Finally, when the time comes, would you be interested in having a yard sign for our candidates in your yard?

Yes

No

Maybe/ Unsure

Helpful Resources:

- myvote.wi.gov