

## Persuasion Script + Resources

Hello, my name is [YOUR NAME], and I'm volunteering with [CANDIDATE's] campaign for [DISTRICT]. Is this [Voter Name]?

Voter Education ID	
Voting for your [POSITION] is one of the best ways to make change in your community and ensure we have the best representation possible. <b>Did you know there is an election on [E-DAY]?</b>	
IF NO/NO RESPONSE	On [E-DAY] we will have the opportunity to vote for our [OFFICE + POSITION]. Our community is facing multiple crises and we have gone too long without adequate leadership. It is so important to make your voice heard up and down the ballot. <b>Voting in the [PRIMARY OR GENERAL] is our chance to decide who leads our [DISTRICT] for the next few years—from our [RANGE OF POSITIONS ON BALLOT].</b>
IF YES	<b>Voting in the [DISTRICT] is so important. It's our chance to decide who leads our [DISTRICT] for the next few years—from our [RANGE OF POSITIONS ON BALLOT].</b>

RCV Education ID	
This election will allow you to rank your top candidates in order of preference. <b>Are you familiar with Ranked Choice Voting?</b>	
IF NO / NO RESPONSE	RCV gives voters the power to rank candidates. In addition to your 1st choice, you are able to select a 2nd, 3rd, 4th, and 5th choice as backups. RCV gives voters more voice and greater choice.  <b>[OPTIONAL TALKING POINTS]:</b> <ul style="list-style-type: none"><li>• You vote for your true preference, based on your values.</li><li>• Candidates have to reach out to every voter, not just the voters they know best.</li></ul>
IF YES	<b>Great! [MOVE TO CANDIDATE FIRST CHOICE VOTER ID]</b>

CANDIDATE First Choice Voter ID	
We are running a grassroots campaign to get [CANDIDATE] elected. <b>Can we count on your support for [CANDIDATE] as your first choice candidate?</b>	

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IF YES	Thank you for your support! We need to talk to thousands of people across the district in order to win in [E-DAY MONTH]. <b>[MOVE TO VOLUNTEER ASK]</b>
IF LEAN/ UNDECI DED	<p>This is our chance to elect the right candidate for our community in [E-DAY MONTH]. [CANDIDATE SUPPORT STATEMENT -1 sentence with a few key arguments]</p> <p><b>[SAY WHY YOU SUPPORT SANDY].</b></p> <p>[ENDORISING ORGANIZATIONS] have all rallied behind[CANDIDATE] because they know[CANDIDATE] will stand with [KEY DEMOGRAPHIC] Can we count on you to rank [CANDIDATE] number one for [POSITION]? <b>[TAKE DOWN CANDIDATE INTEREST - IF NOT CANDIDATE - MOVE TO CANDIDATE SECOND CHOICE ID ASK]</b></p>
IF NO	<b>[MOVE TO CANDIDATE SECOND CHOICE ID]</b>

### [USEFUL TALKING POINTS]

- One sentence and a few bullets

Candidate Second Choice ID	
Since this [PRIMARY OR GENERAL] election for [POSITION] will be a competitive election, <b>can we count on you to support [CANDIDATE] as your Second Choice?</b>	
IF YES	Great! Thank you for your support! <b>[MOVE TO VOLUNTEER ASK]</b>
IF MAYBE/NO	No worries, we can always give you another call and check back in! In the meantime, we would love to send you more information about our amazing grassroots campaign. <b>What is a good email for you? [TAKE DOWN EMAIL]</b>

Volunteer Ask	
The number one way to show your support and ensure we elect [CANDIDATE] is to donate your time! <b>[SAY WHY YOU ARE VOLUNTEERING!]</b> Will you volunteer for [CANDIDATE]?	
IF YES	Great! We can send you all the information you need to get involved, what's a good email for you? <b>[TAKE DOWN EMAIL]</b>

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<b>IF MAYBE/NO</b>	No worries, we can always give you another call and check back in! In the meantime, we would love to keep you involved in our amazing grassroots campaign. What is a good email for you? <b>[TAKE DOWN EMAIL]</b>
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***\*DON'T FORGET\* make sure to check the Spanish ☐ if this voter speaks Spanish***

Thank you so much, have a good day!