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. **Did you know there is an election on [E-DAY]?**	
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. **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].**
IF YES	**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].**

RCV Education ID	
This election will allow you to rank your top candidates in order of preference. **Are you familiar with Ranked Choice Voting?**	
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. **[OPTIONAL TALKING POINTS]:** • You vote for your true preference, based on your values. • Candidates have to reach out to every voter, not just the voters they know best.
IF YES	**Great! [MOVE TO CANDIDATE FIRST CHOICE VOTER ID**

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

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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]. **[MOVE TO *VOLUNTEER ASK]***
IF LEAN/ UNDECIDED	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] **[SAY WHY YOU SUPPORT SANDY]**. [ENDORSING 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]? **[TAKE DOWN CANDIDATE INTEREST - IF NOT CANDIDATE - *MOVE TO CANDIDATE SECOND CHOICE ID ASK*]**
IF NO	**[MOVE TO *CANDIDATE SECOND CHOICE ID]***

[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, **can we count on you to support** [CANDIDATE] **as your Second Choice?**	
IF YES	Great! Thank you for your support! **[MOVE TO VOLUNTEER ASK]**
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. **What is a good email for you? [*TAKE DOWN EMAIL*]**

Volunteer Ask	
The number one way to show your support and ensure we elect [CANDIDATE] is to donate your time! **[SAY WHY YOU ARE VOLUNTEERING!]** 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? **[*TAKE DOWN EMAIL*]**

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IF MAYBE/NO	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? **[*TAKE DOWN EMAIL*]**

DON'T FORGET* make sure to check the Spanish if this voter speaks Spanish

Thank you so much, have a good day!