

RELATIONAL VOTER SCRIPT (RALEIGH)



WHY YOU ARE TALKING TO THEM

I am working on an issue campaign with ONE Wake (Explain ONE Wake if needed). My goal is to ensure that everyone in [your institution] is aware of a pressing concern facing members in our community.

RELATIONAL OPENING

Engage, relate, share stories! How are they adjusting to reopening? What concerns or hopes do they have in this moment? Be sure to share your own story as well. (This should be roughly half of your conversation)

RALEIGH PROPERTY TAX ISSUE

Through ONE Wake, we have heard from clergy in Southeast Raleigh that members of their congregations are being forced to sell their homes because they can't afford their increased property taxes. Long time African American homeowners from historically segregated neighborhoods are disproportionately affected by this issue. In East College Park, property valuations have increased by 360%, leading to skyrocketing property tax payments.

In April the Raleigh City Council approved a Tax Increment Grant program that will provide up to \$5.1 million in annual subsidies for wealthy developers. If the City of Raleigh is providing public subsidy to create private wealth for developers, we believe that the city should provide a similar subsidy to help low income homeowners stay in their homes and build their wealth, too.

How do YOU feel about rising property taxes? Do you agree that low income homeowners should get the same help that is being provided to wealthy developers?

OUR SOLUTION

Through ONE Wake, [your institution] can call on the Raleigh City Council to provide a property tax subsidy based on common sense programs that already exist in Durham and Mecklenburg County. Our goal is to sign up 200 voters from [your institution] this summer to let the Council know that there is a broad base of support behind this solution.

PROPOSAL

Please consider taking two actions with me today:

- 1) Sign up today to show your support for a property tax subsidy for low income homeowners;
- 2) Commit to voting in the next municipal election [see more on back]

[You will need to collect their name and address, and ideally an email address. Ask for their permission to contact them again to help keep them updated]

RELATIONAL VOTER CONVERSATION TIPS (RALEIGH)



TIPS FOR EFFECTIVE CONVERSATIONS

- Be relational. You are not here to “sell” an issue. Your goal is to understand the self interest of other members of your institution and determine if acting on this issue would be meaningful to them.
- Check www.onewake.org/issueplatform for up to date messaging and other resources.
- Schedule conversations ahead of time. If you are calling by phone, consider texting or emailing to schedule your phone call in advance [sample email below].
- Below is sample language for a scheduling email (you’ll need to shorten this if you want to send a text):

My name is _____, I’m a member of [your institution]

I’m writing to schedule a phone call with you to discuss how you are doing in this moment, and to hear your reaction to an important concern in our city.

This call is part of an effort by [your institution] in partnership with ONE Wake. Please let me know what times this week would be convenient for you to have our discussion which should take only 10 - 15 minutes.

Sincerely,

[your name]

- Be sure to record their name, address, and contact information in a format that you can easily share with ONE Wake staff.
- Take brief notes after the conversation. Consider sharing general information from these conversations with your pastor, imam, rabbi, executive director, etc. so they can have a better understanding of how members of your institution are doing in this moment.

MORE RESOURCES AVAILABLE AT ONEWAKE.ORG/ISSUEPLATFORM