

RELATIONAL VOTER SCRIPT (CARY)



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)

PENNY FOR HOUSING IN CARY

It's clear that Cary is becoming an increasingly expensive place to live. Over 30% of Cary households spend more than one third of their income on housing. We are hearing from congregations and employers across town that increasingly our church members and workers are being forced to live outside of town due to high housing cost.

This hurts our community—e.g., less participation in ministries, congested roads and pollution, decreased socioeconomic and cultural diversity, and difficulty in getting critical workers in place during, for instance, inclement weather. The Town has plans for creating and preserving affordable housing, but has invested few local resources to implement them.

Cary is the only major city in the Triangle that has not yet allocated local funds to address this issue.

OUR SOLUTION

Through ONE Wake, [your institution] can call on the Cary Town Council to prioritize the budget so that a penny from the Town's tax rate goes to creating and preserving affordable housing. The Penny for Housing would equal \$35/year of the taxes paid by the owner of a home valued at \$350,000, and would total roughly \$3 million annually town-wide.

PROPOSAL

Please consider taking two actions with me today:

- 1) Sign up today to show your support for a penny for affordable housing;
- 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 (CARY)



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.