



TRAINING SESSION # 1 TEMPLATE GOTV PHONE SCRIPT

Phrases to Consider Incorporating Into Your GOTV Script

- Official records show you voted in 2014 and 2016 but missed the 2018 election./ You're usually a reliable voter but we notice that you haven't returned your ballot yet.
- Public records show you voted in the last election./ I see from official records that you voted in the last two elections.
- Public records show you're a consistent and reliable voter./ I know from official records you're an active voter./ Thanks for voting in [YEAR].
- After you vote, we may call back to hear about your experience./ We may get in touch after the election to hear what you thought./ As you know, voting records are public so we may get in touch after the election.

Introduction:	
Voter Self Rationalization:	
What is Your Story? Why You Are Voting:	
Plan Making:	
Social Pressure:	

EVERY WOMAN'S STEP-BY-STEP PLAN TO GET OUT THE VOTE

A ONE DAY BOOT CAMP FOR TODAY'S VOTING MADNESS!



TRAINING SESSION #1 SAMPLE GOTV PHONE SCRIPT

Then	Now	Comments
<p>Focused on Election Day</p> <p><i>Hi. My name is Pakou, and I'm calling tonight to remind you to go vote on Election Day. Do you know when Election Day is this year?</i></p>	<p>Start Early and Pay Attention to Other Days in Addition to Election Day</p> <p><i>Hi. My name is Pakou, and I'm calling tonight because I'm feeling worried about the election this year. What about you?</i></p> <p><i>It sounds like you care about our democracy as much as I do. That's why I'm joining a bunch of volunteers to make sure that folks know the deadline to:</i></p> <p><i>Register to vote is:</i> <i>Request for an absentee ballot is: Send in an absentee ballot is:</i> <i>Go vote early is:</i> <i>Vote on Election Day is:</i></p>	<p>Commented [p1]: GOTV calls in the past focused on election dates, polling site hours, and what people needed to bring with them to vote. Nowadays, acknowledge the reality of COVID-19 and communicate empathy. People are looking for human connection in these times. Have a clear, informative GOTV phone script prepared, but be sure to ask each person how they're doing too, and if your campaign can help in any way.</p> <p>Commented [p2]: Nowadays, GOTV calls need to start way earlier and cover more dates and deadlines, more ways of voting, and shifting requirements. The voter registration deadline, the early voting period, the deadline to request an absentee ballot, and the postmark deadline for those ballots are just as important (if not more important) than Election Day itself. Phone bank around each of these dates, and emphasize that voting is a process, not a one-time action.</p>
<p>Educated voters about voting on Election Day</p> <p><i>Election Day this year is November 3. Don't forget that polls will be open from 7 AM to 8 PM and that you must bring a state-issued ID, like your driver's license or a school ID to vote.</i></p>	<p>Educate Voters AND Create a Specific Plan to Vote</p> <p><i>I think voting this year is NOT going to be like voting in past years. What about you?</i></p> <p><i>What is your plan to vote this year? Will you vote by absentee ballot? Will you vote in person but early? Or do you plan to vote in person on Election Day?</i></p> <p>If Absentee: <i>Great! Then you probably already know that you need to request an absentee ballot before the Election Board will send you one. The deadline is: July 15. Have you filled out a request for an absentee ballot before? If you haven't, go to our website and we have a video that will show you what to do.</i></p> <p>If early voting or in person voting: <i>Great! Then you probably already know that the polling site near you is at the Haywood Recreation Center and it will be open from 8 AM to 5 AM. You must bring a state-issued ID. Do you have a checklist for what to do to be safe while voting? If you don't, go to our website and download a checklist we created that will show you what to do and what to look out for to be safe at the polls.</i></p>	<p>Commented [p3]: Ask the voters how they plan to vote. Ask for details. Forcing the voter to come up with responses to your questions will force her to imagine how she will vote and that increases the likelihood that she'll actually do it. This also helps your campaign forecast what resources will be needed to support voters.</p> <p>Commented [p4]: In some places, the election process is a lot more confusing this year. Nowadays, campaigns need to develop visual touchpoints that correspond with every interaction. Make sure to follow up every GOTV call — even robocalls — with something visual like a postcard, a video, or a post on your campaign's website so that voters can hear and see the new information. And consider that these new processes can be confusing, so provide tutorials or aids to help people walk through even seemingly simple processes.</p>



TRAINING SESSION # 1
SAMPLE GOTV PHONE SCRIPT (cont.)

<p>Compelled Voters With a Sense of Urgency</p> <p><i>It's going to be a tight election, so your vote could be the deciding factor in this race. There's only a few days left to vote. So we have to act now.</i></p>	<p>Tap Into Personal Motivation to Compel Action</p> <p><i>What is motivating you to vote this year?</i></p>	<p>Commented [p5]: GOTV calls in the past framed voting as just one action, not as a series of actions that led to their vote being counted. Nowadays, be creative about getting out the vote in the time of social distancing. Maybe record this answer and then send a follow up postcard to remind the voter why she cares. Or create a top ten list of "Why folks in the community are voting" and ask people to vote on it online. This is a moment to inspire each other with what motivates others. The desire to act is propelled by emotions, not just rational thought.</p>
<p>Asked Voters To Go Vote</p> <p>Can I count on you to go vote?</p>	<p>Have Many Asks This Year</p> <p><i>Can I count on you to share your plan to vote with someone close to you?</i></p> <p><i>Can I count on you to host a virtual meeting with your family and friends about voting absentee?</i></p> <p><i>Can I count on you to post the deadline to request an absentee ballot on your front window for all your neighbors?</i></p>	
<p>Made the GOTV Calls Short and Sweet</p> <p><i>Great! Have a good night and good luck on Election Day.</i></p>	<p>Make Sure Voters Get Their Votes Counted</p> <p><i>Thanks for talking with me tonight. You are important to us and we want to make sure you have a good voting experience. If anything should happen that feels wrong to you or if you need help, do not hesitate to call our campaign or the Voter Protection hotline: 1-888-OUR-VOTE.</i></p>	<p>Commented [p6]: In this international pandemic, election protection is central to every GOTV script. Don't rely on things occurring as they did in the past, and make sure your voters know who to call for legal advice or if they show up to a polling place and see that it's unsafe (888- OUR-VOTE). Also, check your reality. Think about the culture of democracy in your area (it may be different from the letter of the law) and prepare accordingly. Be prepared for all GOTV activities to take longer, and be prepared to go off book. Most importantly, don't get caught flat-footed — develop contingency plans so that your campaign can start calling voters in the event that an important GOTV deadline or rule changes.</p>



TRAINING SESSION # 2

SAMPLE WORST CASE VOTING & VOTER SUPPRESSION SCENARIOS

1. Ballots were mailed out over seven days ago, yet one fourth of your constituents still have not received their ballots and the election is in two days.
2. Three days before Election Day, an anonymous text goes out with the wrong information about when ballots must be mailed back to ensure they are received and counted.
3. At a university in your district, college students, who are already registered to vote, are erroneously told they need to fill out additional paperwork to maintain their voter registration status.
4. Several of your constituents check their voter registration status and have found out that their records have been purged.
5. Due to the high unemployment rate, many of your constituents have been evicted from their homes. They are homeless or are no longer living at their previous address. But they still want to vote.
6. A family of voters contact the campaign, stating that they want to vote. But one of them was just diagnosed with COVID and they are in quarantine for 14 days. However, the election is in four days.
7. In your district, giant billboards go up that are ominous looking and say “Committing Voter Fraud is a Felony,” clearly designed to intimidate voters.
8. In a neighborhood that is minority-majority, the polling site is either across the street or located in a police station.
9. You discover a polling site in a heavily Spanish speaking neighborhood does not have a poll worker who can speak Spanish.
10. At a polling place in your district, poll workers are at times mean and other times racist or try to intimidate younger voters.
11. It is Election Day and there are very long lines to vote – especially in a precinct where many senior citizens live.
12. Voting machines at one polling location are not scanning ballots, meaning there will be no paper trail of the ballots.
13. A lot of people are asking for rides to the polls. How can you roll out this service in a safe manner?



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TRAINING SESSION # 2 **RAPID RESPONSE WORKSHEET**

Description of the Incident:

Documentation of the Incident (pictures, video recording etc.):

What is the Problem:

What is the Solution:

What is the Campaign's Role in the Solution:

What or Who Else Is Needed:

What is the Communications Strategy:

Reporters' Names:

Campaign Statement:

Social Media Text:

What is the Legal Strategy:

Documentation:

Lawyers/ Legal Organizations' Name:



TRAINING SESSION # 3
GOTV FIELD PLAN CALENDAR

Date	Doors	Text	Mail	Phones	Other Tactics
Oct. 3 rd – 9 th					
Oct. 10 th – 16 th					
Oct. 17 th – 23 rd					
Oct. 24 th – 30 th					
FINAL FOUR DAYS Oct. 31 st – Nov. 3 rd					
Totals					



TRAINING SESSION # 3 PERSONAL VOTING PLAN

Every woman needs to help get out the vote (GOTV). Today we are making your own personal voting plan.

1. Name ten people in your life that you will remind to vote?

_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

2. What is your personal voting plan? Are you going to vote in person or by mail? If you have a mail ballot, will you mail it back or drop it off? Where will you drop it off? If voting in person, where is your polling place? What time of day will you vote? Are you taking anyone with you to vote? How will you do your research before you vote? What other details can you share about your personal voting plan?

3. What Vote Run Lead GOTV actions can we count on you to do? (Check as many as apply)

- Make [GOTV Calls](http://www.voterunlead.org/volunteer) with Vote Run Lead (www.voterunlead.org/volunteer)
- Pledge to Vote with [Motivote](http://www.voterunlead.motivote.us) (www.voterunlead.motivote.us)
- Pledge to Invite 10 Additional Friends to Vote via [Motivote](http://www.voterunlead.motivote.us)

4. What local organization or candidate will you volunteer at least one GOTV shift with?



WHAT IS MOTIVOTE ?

Motivote is an online platform that makes voting easier by removing the barriers that so often get in the way. Join a team and complete actions that will take you from checking your voter registration status all the way to helping you make a plan to vote. Invite others to join your team, and earn points that lead to prizes to make the voting process easy and fun.

HOW DOES IT WORK ?



Commit to vote with a social network



Get ready to vote with bite-sized actions



Celebrate with competition & rewards



Confirm your vote with an "I Voted" selfie

MISSION & STRATEGY

Motivote's **mission** is to connect the dots from **intention to action**: increasing turnout by removing the micro-barriers that prevent socially-conscious voters from casting their ballot.

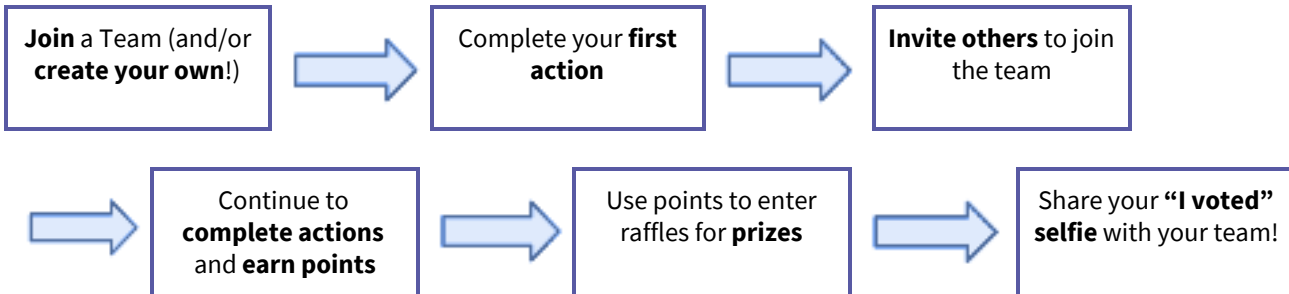
Removes micro-barriers to make voting **easier**.

Utilizes community connections and **social accountability**.

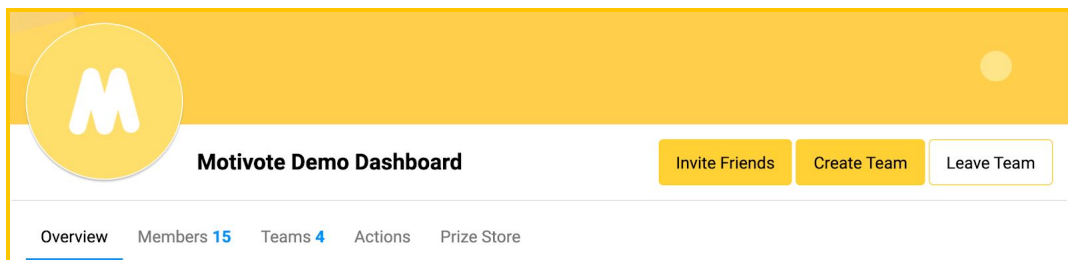
Adds competition and prizes to make the voting process **fun**.



GETTING STARTED



PLATFORM ACTIONS



- Overview:** Get a bird's-eye view of teams and progress
- Members:** See team members, actions, invites, and points
- Teams:** Navigate teams you're on; see all org's teams
- Actions:** See all available actions and deadlines
- Prize Store:** Check out available prizes

- **Join** a team
- **Create** your own sub-team
- **Invite** friends

COMMUNICATION + QUESTIONS

In-Platform	Person-to-Person	Resources
<ul style="list-style-type: none"> • Prompted walk-through • Chat function 	<ul style="list-style-type: none"> • Email help@motivote.us 	<ul style="list-style-type: none"> • FAQ doc • Training Material • Webinars

Please join Vote Run Lead team @ www.voterunlead.motivote.us

Sign up to volunteer phone bank w/ Vote Run Lead to Get Out The Vote @ voterunlead.org/volunteer



ADDITIONAL RESOURCES

GOTV AND ELECTION PROTECTION CAMPAIGN CHECKLIST

Campaign Infrastructure

- Who is the campaign lawyer? (Include contact information)
- Who is the Election Protection expert? (Include contact information)
- What websites provide accurate voting information? (Check back frequently for updates)

Election Infrastructure

- For elections in our state, who makes the decisions on voter eligibility?
- For elections in our state, who decides if and when a vote counts?
- Is our state a vote-by-mail state? (A.k.a. All-mail-elections.)
- If not, does our state allow: (Record Yes or No and jot down the deadlines)
 - Absentee ballots
 - Drop off ballot boxes
 - Early voting
 - Curbside voting or
 - Other in-person forms of voting?
- In our state, what options are available to people to vote on Election Day?
- Will there be changes in the polling sites this year? (Record Yes or No and jot down the date the question was answered because it may change)
- If polling sites will be available on Election Day, what safety precautions are being taken?
 - Handicap accessible
 - People encouraged to line up six feet apart
 - Hand sanitizers and masks present
 - Masking tape identifying six feet distancing
 - Voting booths, pens, chairs and other commonly used equipment frequently disinfected



ADDITIONAL RESOURCES

GOTV AND ELECTION PROTECTION CAMPAIGN CHECKLIST

Our Campaign GOTV Plan

- Does our campaign have a GOTV Plan for each major deadline?
 - Registering to vote
 - Requesting an absentee ballot
 - Sending in an absentee ballot
 - Early voting and curbside voting
 - In person voting on Election Day

- Does our campaign have resources (graphics, visual aids, videos etc.) available to help people:
 - Get a voter registration form
 - Fill out the voter registration form
 - Submit a request to get an absentee ballot
 - Fill out the absentee ballot and send it in
 - Where to go for early voting and curbside voting
 - How to vote in person for the first time

- Do voters need to provide a stamp to mail in or drop off their ballots?
 - If so, where can voters buy single stamps? And how much will they cost?

- Do voters need notaries or witnesses to complete their ballot?
 - Who does the campaign know who can notarize documents or witness signatures?

- Does our campaign have a plan to give people rides to the polling sites?

- Does our campaign have a plan to get interpreters to support limited English voters at the polling sites?

- Does our campaign have a plan to keep people in line at polling sites?
 - Hand sanitizer?
 - Snacks?
 - Sample ballots?
 - Entertainment? etc.

- Does our campaign have an Election Protection plan?



ADDITIONAL RESOURCES

GOTV AND ELECTION PROTECTION CAMPAIGN CHECKLIST

Deadlines and Timeframes

- What is the deadline for registering to vote and what are the rules?
- Do all registered voters automatically receive a ballot? Or do voters need to request an absentee ballot?
- What is the deadline for requesting an absentee ballot and what are the rules?
- What is the deadline for sending in an absentee ballot and what are the rules?
- How long after requesting an absentee ballot should voters expect to receive it?
- What is the deadline for early voting and what are the rules?
- What is the early voting period in our state?
- What is the deadline for curbside voting and what are the rules?
- What is the deadline for in person voting and what are the rules?
- When is our Election Date?

Verification

- What forms of ID are required to vote in our state?
- Are ID requirements different when submitting an absentee or mail in ballot?
- Do voters need a witness or a notary to verify an absentee or mail in ballot? How about early or curbside voting?
- What is the culture of democracy like in our region? Is it supportive of voting rights or more rigid?

Pro Tip: Everything is subject to change in this election cycle. Revisit this questionnaire frequently, asking yourself along the way: “Has this changed?”

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ADDITIONAL RESOURCES SAMPLE CAMPAIGN PLAN

Heading	Questions to Answer
<p>Campaign Goals</p>	<p>What are the qualitative and quantitative goals of the campaign?</p> <p><i>Remember when deciding a goal, look to impact. For example: “Building power to affect education reform by increasing the voter turnout rate among Asian Americans in Columbus by 10%, which means registering 2,000 new voters and turning out 4,800 Asian Americans voters in November.”</i></p> <p><i>You might stagger your goals. For example: “Phase 1--Voter registration goal is 6,000 new voters. Phase 2--Voter education is 75% of the newly registered voters. Phase 3—Get out the vote of 85% of the voters engaged in the campaign.”</i></p>
<p>Targeted Universe(s)</p>	<p>Who are the voters the campaign will reach out to and why?</p> <p><i>Markers to consider:</i></p> <ul style="list-style-type: none"> ● <u>Demographics</u> (VAP, gender, age, racial background, attributes etc.) ● <u>Geography</u> (inner city, suburbs, rural, city etc.) ● <u>Voting History</u> (first time voters, LEP voters, low propensity voters etc.) ● <u>Issue ID</u> (environment, immigration, education, past ID etc.)
<p>Timeline</p>	<p>What are the key dates and deadlines in your state?</p> <p><i>Remember to consider key dates on the Secretary of State’s calendar as well as key dates or events in the community. Refer to the community map to help ascertain more dynamics that may lead to key dates or events.</i></p>
<p>Voter Registration Tactics</p>	<p>What are the voter registration tactics the campaign will be employing?</p> <p><i>Remember that voter registration drives are not one time events and can take many forms. Possible locations or events where voter registration activities can occur include: naturalization ceremonies, church services, community festivals, back to school nights, neighborhood block parties, targeted apartment door knocks, targeted block door knocks, amateur spoken words night, karaoke bars, Asian grocery stores, farmers markets etc.</i></p>
<p>Field</p>	<p>What are the direct voter contact activities?</p> <p><i>Remember that an effective voter engagement plan includes between 5-9 contacts where a contact can include: a door knock, a phone call, a lit drop, a direct mail piece, a radio ad, a newspaper article, a community event, a face to face conversation etc. An example of a field sandwich is <u>sending a postcard, followed by a door knock, followed by a phone call all in one week.</u></i></p>
<p>Communication</p>	<p>What is the campaign’s message?</p> <p><i>Consider what values and frames the campaign wants to speak to. Values such as prosperity and family have been known to test well in Asian American communities. An example of a message targeting second generation immigrant voters is <u>“Your parents stood in line [picture of people waiting in line for food at a refugee camp or men lined up in military outfits] so that you would have a choice. Tell them thanks on November 6.”</u> There can be different messages aimed at different universes.</i></p>

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<p>Get Out The Vote</p>	<p>How will voters be mobilized to go vote?</p> <p><i>Do not forget to consider building an infrastructure for GOTV activities such as recruiting campaign volunteers, election judges or drivers on Election Day. An example of a GOTV plan may include, “The campaign will conduct two passes on the phones for all the voters we registered and engaged in the course of the campaign. The campaign will follow up with one pass on the doors for all the voters we registered and engaged. A reminder postcard with the voter’s polling site will be sent to all the voters in the database.”</i></p>
<p>Budget</p>	<p>How much will the campaign cost?</p> <p><i>Remember to give yourself some cushion because most things will cost more than budgeted. On average, lit pieces cost \$.05 to produce and \$.40 to mail. Phones and door knocks can cost approximately \$50 per session and the annual salary of a beginning organizer costs approximately \$30,000. Ethnic radio and newspaper ads normally cost less than \$300.</i></p>
<p>Organizational Chart</p>	<p>What is the campaign chain of command?</p> <p><i>Key roles in the campaign are: campaign manager, field director, field organizers, finance director or fundraiser, communications head, volunteer coordinator, database manager and GOTV director.</i></p>
<p>Volunteer Recruitment</p>	<p>How many volunteers will the campaign need?</p> <p><i>1 volunteer = 1 volunteer shift = 3 hours 1 volunteer shift = 100 mailing 1 volunteer shift = 70 dials 1 volunteer shift = 25% contact rate* 1 volunteer shift = 50% completed calls** Volunteer turnout rate = 50% *Contact rate is the rate at which people will actually answer the phone. **Completed call means the number of people who actually answer their phone and then answer your questions.</i></p>
<p>Contact Sheet</p>	<p>What are people’s titles and personal contact information? (All in one place.)</p>

ADDITIONAL RESOURCES

<https://slate.com/news-and-politics/2020/08/2020-voting-guide.html>

<https://www.vote.org/>

<https://voteathome.org/>