

Welcome!

- Please log into the office's WiFi
- On your phone, please download the app "MiniVAN"

Issue Briefing

UNIVERSAL FAMILY CARE

Goals of this strategy:

- **Make the election about our issues.**
- **Get our candidates elected.**
- **Base building - we want to enlist more allies to become a mass movement.**
- **Leadership development.**



Who are we talking to: (our universe)

High propensity likely moderates based on model
- voted in 3-4 of the past 4 general elections
(2014, 2012, 2010, 2008)

Low propensity likely progressives

- voted in 1-2 of the past 4 general elections
(2014, 2012, 2010, 2008)
- voted in 0-1 of the past 4 primary elections
(2014, 2012, 2010, 2008)



Slide with all 4 steps described (need to add)

Script - Intro

- Ask for your targeted voter
- Introduce yourself
- Say who you are with
- Say what you are doing
- Ask if they are a voter

Step 1- How do they feel about our issue

- Introduce the issue
- Get a sense of whether it is something that matters to them

Script - Step 2, Their Experiences, Our Experiences

- This is where we want to dig into why they care about the issue(s) they care about.
- Ask questions and listen.
- What issue(s) you care about, why, and what are you doing
- You do not need to share your story with every door.
- This is a tool you should keep in your back pocket. You can use it if you are having difficulty connecting with the voter.

Script - Step 3, Connect to Elections

- "Do you plan to vote in the primary election on August 2nd?" *[use this as a transition from their story to talking about elections]*
- Help make the connection from the issues that are important to them and how those issues will be impacted in the upcoming election.
- Introduce the candidate.

Script - Step 4, Action Ask

- Commit to vote
- Volunteer Ask

Script - Closing

- Address response to Action Ask
- Say "Thank you"
- Give them literature

Best Practices

- Smile & say "Thank You"
- Don't spread bad information
 - If you don't know the answer to a question, don't be afraid to say that you are a volunteer and you are not sure.
 - Folks can be directed to our website or phone number for these questions
- Do not read straight from the script
- Go deep
- Don't get into a debate
- Don't go into homes & beware of dogs
- Stay focused on the doors on your list
- Say "Hi" to folks you encounter on turf
- Stay safe!

Role Play!!

Logging in to MiniVAN

- Click "Log In without ActionID"
- Once logged in, click "Enter List Number"



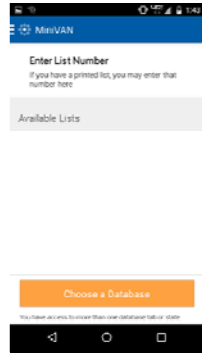
Logging in to MiniVAN

- URL: van.statevoices.org
- Username:
- Password:

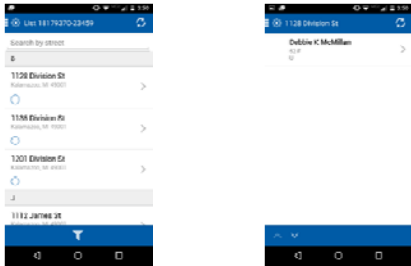


Logging in to MiniVAN

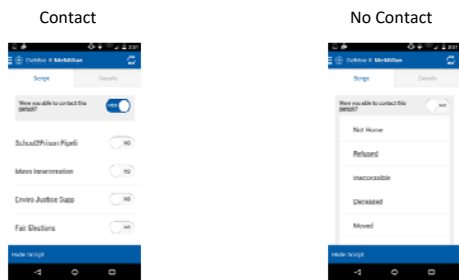
- Click on “Enter List Number” and enter given list number



Using MiniVAN – Before knocking



Using MiniVAN – Entering responses



Using MiniVAN

- Pressing “Sync” will send the data you collected to the online database. This will use mobile data if not connected to WiFi.
- Always press “Sync” before logging out of MiniVAN or downloading a new list.
- Never press “Clear All Responses” without the okay from organizer.

