



I'M A VOTER!

RELATIONAL
GOTV
TOOLKIT



LEARN FROM HISTORY



PLEDGE TO BE A VOTER

By making this pledge, you are committing to vote on Election Day. Studies show that you're more likely to complete an action if you've already made a public commitment to it. Thank you for being a voter! You can triple your vote by asking three of your friends and family members to also pledge to be a voter.

[Take the Pledge](#)

Name: _____

Email: _____

I commit to:

- Vote By Mail
- Vote Early
- Vote on Election Day
- Ask Three of My Friends and Family to Vote

TRIPLE YOUR VOTE

Most people are more responsive to requests from people in their network, and that's the premise of vote tripling. Vote tripling is a relational organizing tactic that encourages voters to get three people in their life to cast their ballots. Relational organizing, the foundation of vote tripling, is the single most effective way for campaigns to mobilize voters. Studies show that this tactic increases voter turnout by up to 8.3%!

Reach out to your network. Compile your initial list of contacts and reach out to those who you know support protecting public education, support keeping students safe and want to prevent extremists from dismantling public education and the progress made to ensure every child receives an honest and equitable public education; these will be the contacts that engage in vote-tripling. Then, use your outreach method of choice to message your supporters. Ask them to commit to getting three people in their life to vote, and make sure to ask them for the names of these people so you can help keep them accountable for making the ask.

Follow up with your friends and family before Election Day. The most important step of vote-tripling is following up to hold them accountable for making the ask of their friends and family. In your follow-up message, ask if they've reached out to their intended contacts; if they haven't, offer a friendly reminder. For the most effective follow-up, remind them of the three specific names they initially pledged to contact. This detail motivates supporters to stay engaged with the vote tripling effort.

Encourage your friends and family to ask their contacts to join your vote tripling campaign. This step is how vote tripling drives exponential civic engagement! Once they've encouraged their contacts to vote, they can also ask those contacts to ask three people in their life to triple the vote. As the chain of influence grows, more and more education voters are ready to turn out on Election Day.

[Click here for a training deck on how to triple your vote](#)



GET OUT THE VOTE

- Read and watch the Relational Organizing 101 deck ([Linked here](#)).
- Familiarize yourself with the relational organizing phone and text scripts for voting on Election Day and voting early below.
- Download the Empower Ap at: <http://getempower.com/stand>
- Write down the names of the three family and friends and family and record your answers so you can remind them of their voting plan before Election day.

Sample Phone Script: Voting Early in Person

I just finished making my plan to vote, and I realized that I haven't talked to you to see if you have a plan to vote. I'm voting early this year to make sure if something last minute comes up that might prevent me from voting on Election Day. For me, that means I'll vote early on [DATE at EARLY VOTE LOCATION from TIMES FOR EARLY VOTE HOURS] Have you considered voting early in person as well? Do you know where your polling place is? How are you getting there? You can find out how to vote early by going to stand.org/vote/

Sample text message: Voting Early in Person

Hi, [VOTER'S FIRST NAME]! Just texting you to remind you of the important election happening on Tuesday, November 8th. I'm planning to vote early this year. Have you considered voting early in person as well? You can look up how to vote early at stand.org/vote/

Sample Phone Script: Voting On Election Day

I just finished making my plan to vote, and I realized that I haven't talked to you to see if you have a plan to get to the polls. I'm heading over to my polling place at [TIME] [BEFORE or AFTER] [ACTIVITY]. When are you heading there? Do you know where your polling place is? How are you getting there?

Sample text message: Voting on Election Day

Hi, [VOTER'S FIRST NAME]! Just texting you to remind you of the important election happening on Tuesday. I'm planning to head over at [TIME]. What time are you planning to vote? You need to be in line at the polls by [TIME] to vote. You can look up your voting location at <https://stand.org/vote/>

GOTV SOCIAL MEDIA CAMPAIGN: LINK TO GRAPHICS ARE HERE.

SAMPLE TWITTER POSTS

Voting in this year's election could not be more important, especially for our public schools and the students they serve. Join me in pledging to be a voter this November. (link to voter pledge graphic)

In order to ensure students get an honest and equitable education, we must elect leaders who will #protectpublicschools. This is me reminding my friends and family to vote. [insert cell phone graphic texting]

Vote for candidates who will protect our public schools from those seeking to dismantle them. I support public education and I vote. [insert link to education voter pledge]

Voting is one of the most important things we can do to create positive change for students and hold leaders accountable to #protectpublicschools. Here are a few things to remember before voting. [insert three things graphic]

When we make our voices heard on the ballot, we can also hold politicians accountable and ensure we #protectpublicschools, on Election Day, go vote! #Vote

Thank you to my wonderful friends and family who are pleading to be an education voter. (insert "I'm a voter graphic")
Countdown to Election day! Only 2 more weeks before Election Day. Can you remind 2 friends to vote on November 8th? (Insert 2 weeks countdown graphic)

Countdown to Election day! Only 1 more week before Election Day. Can you remind 1 more friend to vote on November 8th? (Insert 1 weeks countdown graphic)

SAMPLE Facebook and Instagram posts:

Elections are just around the corner. By using your vote, you can help bring about the changes we want to see, especially for students. Friends, please get out and VOTE! Here are a few things to remember. (Insert three things graphic)

Voting in this year's election could not be more important, especially for our public schools and the students they serve. Every day, elected officials oversee issues that affect our schools, from funding to what our students learn and what and how our teachers can teach. Join me in pledging to be an education voter this November. (Insert link to education voter pledge)

Voting in this year's election could not be more important, especially for our public schools and the students they serve. Join me in pledging to be an education voter this November. (Insert link to education voter pledge)

In order to ensure students get an honest and equitable education, we must elect leaders who will #protectpublicschools. This is me reminding my friends and family to vote. [insert cell phone graphic texting]

Countdown to Election day! Only 2 more weeks before Election Day and education is on the ballot! Can you remind 2 friends to vote on November 8th? (Insert 2 weeks countdown graphic)

Countdown to Election day! Only 1 more week before Election Day and education is on the ballot! Can you remind 1 more friend to vote on November 8th? (Insert 1 weeks countdown graphic)