**VOTER ENGAGEMENT TRAINING**

**ALL FORMS OF OUTREACH ARE EFFECTIVE and ESSENTIAL, but my favorite is ONE ON ONE ENGAGEMENT!!! WHY????**

**1) I GET TO KNOW REAL, LIVE PEOPLE, HEAR THEIR STRUGGLES, CONCERNS, AND GET TO KNOW MANATEE’S COMMUNITIES FIRST HAND. REMEMBER, YOU ARE SELLING DEMOCRACY! THEREFORE, LIKE ANY GOOD SALESPERSON, YOU NEED TO KNOW YOUR AUDIENCE.**

**2) VOTER OUTREACH ALLOWS FOR ME TO READ THE INDIVIDUAL’S EYE CONTACT, BODY LANGUAGE = BETTER PERSUADE SOMEONE TO REGISTER TO VOTE**

**3) IT’S AN OPPORTUNITY TO NOT ONLY GET TO KNOW THE INTENDED VOTER, AND THEIR FAMILY, NEIGHBORS, ALL OF WHICH ARE PROSPECTIVE VBM VOTERS.**

**4) OF EQUAL IMPORTANCE, YOU ARE PROVIDING FREE MARKETING FOR THE DEMOCRATIC PARTY FOR ALL WHO SEE ME BY VIRTUE OF OUR WEARING OUR T-SHIRTS, HATS, CLIPBOARDS, SAYING HI, TALKING ONE ON ONE. PEOPLE NEED TO KNOW THE DEMOCRATS CARE ABOUT THEM, NOT JUST THEIR VOTE!!!! Consider that some people are surprised and honored that you will go to their homes, especially in poor neighborhoods. DAUGHTERS STORY!!!!**

**5) LASTLY, IT IS THE #1 PROVEN METHOD TO REGISTER VOTERS!!!**

**WE HAVE SELECTED INDIVIDUALS TO REGISTER TO VOTE BASED ON THOROUGH RESEARCH AND TESTED VOTER OUTREACH METHODS AND TECHNIQUES WHICH WE WILL EXAMINE IN DEPTH LATER.**

**REST ASSURED THAT WE WILL SET YOU UP WITH EXPERIENCED VOLUNTEER and SUPPORT YOU EVERY STEP OF THE WAY! YOU CAN CALL ME ANYTIME AT (847)226-5422**

**POINTERS AND HINTERS FOR VOTER OUTREACH DOOR-TO-DOOR**

**Invite a friend, a relative, or two! If you can’t find anyone you will meet other wonderful volunteers just like you to team up with. I WILL RECRUIT ANYONE AND EVEYONE WHO COMPLAINS TO ME ABOUT THE STATE OF AFFAIRS.**

**One person drives, the other navigates to homes.**

**1) TWO INDIVIDUALS CAN OFFER DIFFERENT “APPEAL” TO THE VOTERS BY VIRTUE OF THEIR SEX, TALKING POINTS, ETC. MOST IMPORTANTLY, TWO individuals can BETTER UPDATE the voter info. and or register new voters. ESSENTIAL!!!!**

**2) PLEASE WEAR YOUR Manatee Dem T-Shirt, hat, bumper stickers, American flag. It not only identifies you (important for safety) but it is FREE MARKETING! pens, and we will give you a bag. WE WANT THEM TO KNOW ABOUT THE DEMS ARE HERE YEAR-ROUND and THAT WE CARE about them.**

**PREPARE**

**GET TO KNOW YOUR LIST- MAKE A ROUTE, LOOK AT MAPS, NAVIGATION, ETC. Make a GAME PLAN as to WHO IS DOING WHAT, ROTATIONS, ETC.**

**DO NOT BEE OVERWHELMED BY THE LIST OF ADDRESSES- Some people many not answer, sometimes you can reach 10 people in one building, other times, you must drive to different addresses.**

**BEFORE YOU GET OUT OF THE CAR AT EACH RESIDENCE**

**REVIEW DEMOGRAPHICS- SEX, AGE, RACE OR ETHNICITY, POLITICAL PARTY, WHEN THEY LAST VOTED BY MAIL.**

**YOU WILL HAVE A INDEX.**

**DON’T ASSUME ANYTHING!!!!**

**GET OUT OF THE CAR AND WAVE or GREET**

**YOU ARE IN THEIR PROPERTY/COMMUNITY!!!**

**CALL THE PERSON’S FIRST NAME, or IF MULTIPLE NAMES, ALL OF THEM AS YOU APPROACH THEIR PROPERTY! WHY???**

**PEOPLE INSTINCTIVELY ANSWER TO THEIR FIRST NAME/RELATIVES/NEIGHBORS ANSWER**

**OF EQUAL IMPORTANCE, IT ALERT DOGS, RESIDENTS, ETC!!!!!**

**SINCERELY COMPLIMENT SOMETHING OR SOMEONE! Their kids, dogs, plants, whatever.**

**ASK IF THE PERSON ON YOUR LIST LIVES THERE? DO NOT ASSUME!!!**

**TELL THEM WHY YOU ARE ASKING? IF NO ONE ANSWERS, ASK NEIGHBORS IF THE PERSON IS STILL LIVING THERE AND TELL THEM YOU WANT TO MAKE SURE THEY KNOW ABOUT THE VACCINE, STIMULUS CHECK, ETC.**

**PLEASE BE AWARE THAT THE POORER A NEIGHBORHOOD, THE MORE PEOPLE CHANGE ADDRESSESS OR MOVE IN WITH OTHER RELATIVES, ESPECIALLY DURING THE LAST YEAR!!!!! IT IS AN OPPORTUNITY TO UPDATE OUR LISTS AND REACH OUT TO NEW PROSPECTIVE VOTERS. DON’T WALK AWAY EMPTY HANDED!!!**

**USE TALKING POINTS ON FLYER!!!!**

**CHOOSE FROM A WIDE ARRAY OF TOPICS**

**START WITH UNIVERSAL NEEDS- VACCINES, STIMULUS CHECKS, HEALTH CARE, HOUSING, SLOWLY TAILOR YOUR MESSAGE.**

**MAKE IT PERSONAL- MY FATHER IS 93… DISABLED VET….**

**IF MET WITH RESISTANCE OR APATHY, USE THE DISSARMANMENT TECHNIQUE- ACKNOWLEDGE, BUT THEN ADD YOUR POINT BRAG DEMOCRATS HAVE DONE THUS FAR (show them flyer) !!! TAKE ALL THE GLORY. DON’T BE SHY!!!!**

**MAKE IT PERSONAL- USE ISSUES AND MAKE THEM PERSONAL- ABOUT YOURSELF OR SOMEONE RELATED**

**THERE ARE COUNTLESS EXAMPLES I NEED TO VOTE FOR MY CHILDREN’S FUTURE, OR MY NIECES, NEPHEWS, GRANDCHILDREN. WE ALL WANT BETTER FOR OUR FAMILY!!!!!! TAILOR THE MESSAGE TO THE VOTER.**

**IF THEY SAY THEIR REGISTERED, I COMPLIMENT AND THANK THEM AND IMMEDIATELY ASK ABOUT THEIR FAMILY, FRIENDS, CO-WORKERS. ASK THEM TO PLEASE GIVE BAG TO SOMEONE SPECIAL, or to GET SOMEONE TO REGISTER**

**Please note that most Hispanics and some FELONS will tell you “they cannot vote” which means they are not citizens, but for obvious reasons won’t tell you they are here “illegally.” ASK THEM WHO IN THEIR FAMILY CAN VOTE, ESPECIALLY THEIR YOUNG ADULTS!!!**

**IF THEY SAY THEY RATHER GO IN PERSON TO VOTE VS. VBM, TELL THEM THEY CAN DO BOTH AND WHY IT’S BETTER TO RECEIVE THE VBM BALLOTT. 1) RESEARCH THE CANDIDATES 2) NOT RIST LONG LINES, POLLING PLACES CLOSING, ETC. TELL THEM THEY CAN DROP AT THE SUPERVISOR OF ELECTIONS AND TRACK THEIR BALLOTT.**

**IF THE PERSON IS REGISTERED AND SEEMS TO BE A STRONG DEM, ASK THEM IF THEY CAN VOLUNTEER AND HELP OTHERS TO REGISTER EARLY DUE TO SUPPRESSION LAWS, MISINFORMATION CAMPAIGNS, ETC. TELL THEM WE NEED MORE PEOPLE LIKE HE/SHE.**

**IF THEY ASK YOU A QUESTION YOU DON’T KNOW THE ANSWER TO, GET THEIR NUMBER AND TELL THEM YOU WILL GET AN ANSWER FOR THEM.**

**NEVER ARGUE, FIGHT, OR BECOME UPSET, JUST SAY HAVE A GOOD DAY AND LEAVE IF UNCOMFORTABLE.**

**ALWAYS LISTEN…. LISTEN… LISTEN**

**IDENTIFY**

**AND MOST IMPORTANTLY, EMPATHIZE!!!!!!**

**LISTEN WITH YOUR EARS, HEART, AND SMARTS. DO NOT JUDGE OR COMPARE. OUR MISSION IS TO GET PEOPLE TO VOTE. PERIOD!!!**

**MANY PEOPLE DON’T SEE THE URGENCY IN REGISTERING TO VOTE RIGHT NOW, SO I USE THE VOTER SUPPRESSION INFO TO GET VOTERS TO UNDERSTAND THE URGENCY TO REGISTER NOW!!!**

**DON’T TAKE IT PERSONALLY. IT’S NOT. THEY DON’T KNOW YOU!!!**

**IF THEY DON’T REGISTER NOW, YOU HAVE AT LEAST PLANTED A SEED.**

**REMEMBER THAT JUST BY VIRTUE OF BEEN OUT AND ABOUT, YOU ARE TELLING 100’s OF POTENTIAL VOTERS, THE DEMOCRATS ARE HERE AND WE CARE!!!!!**

**NO ONE IS BORN A GOOD CANVASSAR. PRACTICE, EXCHANGING IMPRESSIONS, AND TWEEKING AND PERFECTING YOUR TECHNIQUE MAKE YOU A GOOD CANBASSAR.**

**REMEMBER YOU ARE SELLING THE GREATEST PRODUCT ON EARTH. DEMOCRACY!!!**

**TO THE CANVASSARS- SHOULD YOU HAVE ANY QUESTIONS OR JUST WANT TO SHARE YOUR EXPERIENCE WITH ME, PLEASE CALL ME AT (847) 226-5422 I CAN LEARN FROM EACH AND EVERY SINGLE ONE OF YOU!!!**