

# Tips for Talking to Voters



## Look like you're having fun

- ★ Get out from behind that table and invite people to talk to you.
- ★ Give a shout-out every time somebody registers to vote and compliment the heck out of them. If you make somebody feel special for participating, you can bet they'll want to keep doing it.
- ★ Act up a little. Move or say something while you're standing around, and have a good time. This can help make the whole process much less intimidating for new voters.
- ★ Make sure you're an approachable group. Standing or walking in pairs is encouraged, but not at the expense of talking to voters instead.

## Be the kind of person you'd want to talk to

- ★ Be friendly.
- ★ Talk like a regular person. Do not be a robot by reading directly off the script.
- ★ Be up front about what you're doing in a positive way. Identify yourself as a volunteer with an organization immediately when you start talking to them.
- ★ Take nothing personally and don't get discouraged. If somebody is rude to you, shake it off and move on.

## Have a conversation, rather than talking at people

- ★ Ask questions and listen to the answer. Tailor your message to the individual.
- ★ Find your own pitch. Experiment and figure out what works best for you.
- ★ Talk to everyone you see. The next person could be amazing!
- ★ While being careful to remain nonpartisan, connect voting to their lives and the issues they care about.

## Stay on message

- ★ You're not telling them who to vote for, just helping them register!
- ★ National Voter Registration Day is a positive way to celebrate democracy.

## Close the deal

- ★ Always make the ask. If you can, put the clipboard and pen in their hand while you're talking to them.
- ★ Don't backtrack. Once you ask, wait for their response.
- ★ If you have handouts, give them out at the end of your conversation. They can be distracting if you hand them to voters right away.

