# TIPS FOR TALKING TO VOTERS

## HAVE 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 and invite others.
- Keep it interactive. 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 approachable. 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. Don't be a robot and read 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 people.
- Don't get discouraged or take things personally. If somebody is rude, shake it off and move on.

## HAVE A CONVERSATION — TALK WITH PEOPLE, NOT AT PEOPLE.

- Ask questions and listen to the answer. Tailor your message to what the individual says.
- 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 people's lives and issues they care about. (Don't assume and don't ask intrusive questions, but if someone lets you know about issues that are important to them, connect the dots (see "tailor your message to what the individual says" above).

## STAY ON MESSAGE.

- You're not telling people who or what to vote for, just helping them register!
- National Voter Registration Day is a positive way to celebrate democracy—that takes all of us!

## CLOSE THE DEAL.

- Always make the ask. If you can, put the clipboard and pen in a person's hand while you're talking with them.
- Don't backtrack. Once you ask, wait for the person's response.

**If you have handouts, give them to the person at the end of your conversation to prevent distraction.**