



# **GOTV Training: Effective conversations**

**Why are effective  
conversations so hard?**



# Why so hard?



- **Distracted society**
  - We live in soundbites, misinformation, and structures that are designed to keep us distracted
- **Time**
  - We don't feel like we have enough time to talk to someone who wants to talk to us
- **Topics we care about are deeply personal**
  - It can be difficult to talk to someone that might not believe what you believe is as important as you are saying

**Effective conversations  
require a lot of emotional  
intelligence and resilience**



**That's where YOU come in.**



# **Effective conversations are 3 things:**

**Personable**

**Motivating**

**Committal**



# Personable

## Pro-tip #1

**Have a clear purpose for calling/  
texting/ talking to them**



# Motivational

## Pro-tip #2

**Share a reason that you care about the outcome of the election -- should be connected to a value**



# Committal

## Pro-tip #3

**Generate social pressure, ask them to make a pledge, and then make a plan to vote on election day**



# Effective conversations

## Sample script

Hi, is \_\_\_\_\_ there? It's \_\_\_\_\_ with a question about this Tuesday's election. How are you? I won't take too much of your time, but I wanted to say thanks for your commitment to vote this year. Public records show that while usually you are a reliable voter, you missed voting in last year's elections. So I wanted to make sure that you have everything you need right now to make sure you can vote no matter what.

This election is important to me because \_\_\_\_\_

Why is this election important to you? \_\_\_\_\_

Amazing -- thank you for sharing. Do you know where your polling place is? What time will you vote on Tuesday? Do you have questions for me? Great, then can I count on you to vote?

Thank you! Good to talk with you.



**Personable**

# Effective conversations

## Sample script

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**Why is this election important to you? \_\_\_\_\_**

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**Motivating**

# Effective conversations

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# Effective conversations

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