

Tactics That Work for Voter Mobilization

The single most important element of voter mobilization is urging the person to be a voter.^{1,p34}

✓ **Conversations**

- Have your 30-second elevator speech ready to use anywhere with anyone!
- Talk about voting informally with friends, family, co-workers, and neighbors, using a flexible, personalized message.^{2,3,4}
- Tabling—Set up an eye-catching table or stand with colorful clipboards in a high traffic area. But "don't stand behind the table. Move around, be assertive and friendly, and let everyone know how much you are enjoying this!"^{5,p7}
- Canvassing—Match door-to-door walkers with those living in the neighborhood; most effective within the 2 weeks before Election Day.⁶

✓ **Pledge cards**⁷

Have each contact sign and address a pledge-to-vote postcard. Mail it back just before Election Day.

✓ **Text messages**⁷

- Collect cell phone addresses during events/conversations.
- Send a reminder close to Election Day.

✓ **Door hangers**⁷

Carry door hangers with you in case your target isn't home and you don't plan to return. But it takes 10 door hangers to be as effective as one personal contact.

✓ **Social pressure on social networking sites**^{1,p99}

Use social pressure to increase voter turnout among your friends on social media through a series of chatty posts during Early Voting.

✓ **Videos**⁸

Eye-catching, peer-delivered, 30-90 second videos to share on social media.

✓ **Phone banks**^{2,pp78 & 83}

Live telephone calls made during the last week before Election Day with a follow-up call to those who said they would vote are most effective. Use short, interactive scripts.

Sources

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