

Voter contact tips

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Conducting a voter registration drive can be a wonderful opportunity for people to engage with one another around the themes of civic engagement and democracy. A registration drive's success is built upon the interactions that staff have with voters. Below are a few tips from www.nationalvoterregistrationday.org for ensuring those interactions are positive.

Look like you're having fun

- Nobody wants to hang out with somebody who looks like they're bored, or, even worse, unfriendly. Get out from behind that table and invite people to talk to you.
- Make sure you are an approachable group. Standing or walking in pairs is encouraged, but make sure you aren't just talking to each other instead of voters.

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

- Smile!
- Talk like a regular person. Don't be a robot who reads directly off of a script.
- Take nothing personally and don't get discouraged. If somebody is rude to you, shake it off and move on.

Rather than talking at people, have a conversation

- 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!
- 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 see the value in voting and getting registered.

Close the deal

- Always make "the ask." If you can, put the clipboard and pen in their hand while you're talking to them. You'll be amazed at how many people start filling it out.
- Don't backtrack. Once you ask them to register, 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.
- *NOTE:* While getting people registered is the goal, it is important to also recognize and give space for people to decline to register as well. If someone is not eligible to vote, they need to feel comfortable and able to not complete a registration form without having to explain any circumstances around their eligibility if they do not wish to do so. Answer any questions they may have about eligibility, and follow their cues in completing the process.