

Yard Signs Don't Vote!

Why Voter Contact Matters

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Question

**Have you ever volunteer phone banked
or canvassed with your state's AFL-CIO?**

Why do we say...



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Effective Voter Contact Methods

The most successful field tactics are:

- ☐ **Targeted**
- ☐ **Repeatable**
 - Multiple contacts per voter
 - Easily understood by volunteers
- ☐ **Measurable**
 - Who are we talking to?
 - What are the issues they care about?
 - Is our messaging correct?
 - Did it work?

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Why does direct voter contact matter?

A number of studies have shown that by using traditional Get out the Vote (GOTV) tactics, with new messages informed by psychology research, may **make campaigns' turnout efforts up to 10 times more effective.**



Canvassing

- Canvassing is the most effective way to get voters to turn out
- With a personalized message, you can provide information the voter needs on election day and urge them to turnout



Phone banking

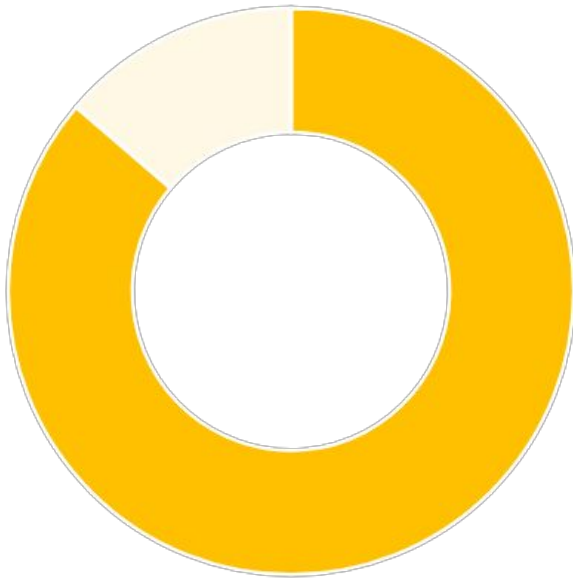
- Volunteer-led phone banks have proven more successful than commercial phone banks
- Personal interactions can make personal connections, which has a positive impact on turnout



Direct mailings

- Direct mailings can ensure that you can reach all target voters and get your message to them
- Combining generic mailings with appeals to civic duty can increase turnout

Spotlight: canvassing



In 44 out of 51 experiments, canvassing was found to **increase voter turnout**

What are the most effective strategies in canvassing?



Personalizing messages from volunteers



Using “trusted messengers” for canvassing



Emphasizing civic responsibility

Best practices for direct voter contact



Personalized messages and methods are key, whether through phone calls or canvassing.



Volunteer phone banks are more effective at mobilizing voters than professional phone banks.



Mobilization through the **spread of information in one's own network** can increase turnout.



Having a **trusted messenger** who can empathize with a voter's lived experience increases turnout

Spotlight: phone calls

Voters who are asked about
a voting implementation
plan are

4.1%

more likely to turnout
to vote

Key factors to increase turnout:



Ask potential voters if they intend to vote

- Studies have shown that the action of self-prediction makes someone more likely to vote



Ask how a potential voter plans to vote

- Making a plan by asking what time and where they would vote makes someone more likely to vote

Advances in Phone Banking

- ❑ Updated membership lists
- ❑ Data-driven targeting
- ❑ Results-driven scripts and messaging
- ❑ No more auto dialers – cell phones added to the lists
- ❑ Virtual phone banks with Open VPB



Labor 2022

- ❑ Volunteer opportunities in every state
- ❑ Volunteer virtually or in-person
- ❑ Phone banking is more fun with friends: set up a retiree phone bank day
- ❑ Reach out to the Alliance or the State Fed to get connected

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 Alliance for Retired Americans®

Labor 2022

**Will you commit to phone bank or
knock doors with your state
AFL-CIO's Labor 2022 Program?**