

GOTV June 2016

Walk Training Outline (55min)

1. Review Goals and Purpose of GOTV (10min)

Re-contacting ID'd Supporters and un-contacted

Motivating them to vote on June 7th!

- a. Prioritize Supporters first, Un-contacted second
- b. Leave Walk Lit with Poll Location labels with ID'd Supporters AND UNCONTACTED voters if you ID them as a supporter.
- c. Speed is key

2. Messaging and Rap (15min)

a. REVIEW THE SCRIPT

b. One script for supporters, one script for non supporters

- Highlight Key Points & Remind about Script Discipline.
- Read in Pairs: Ask the group for feedback, questions.
- Role Play Script

3. How to Read & Mark the Walk List (20min)

Reading the List:

Precinct Number is on the left at the top. The list is divided into even & odd addresses and each walker takes one side of the street.

- o **POLL LOCATION:** Below the response codes
- o The **Precinct List** contains:
 1. **ID'd Supporters** (folks that have been ID'd as **supporters during this CEP**)—these folks are in **BOLD** print.
 - Street name at the top and beneath voter name; Addresses to the left, Age, Gender/Sex, VBM,
 - Quickly Review Explanations for the abbreviations

Marking the List:)

Start with the street with most **ID'd Supportive** voters—make sure both sides of that street are in your packet.

a. WE'RE GOING TO ALL ID'd SUPPORTERS FIRST!

1. **ID'd Voters:** They are **BOLDED**
2. Ask every question on your list in the order the questions fall
3. Record responses accurately.
4. Codes
 - DEL= No, Refused, Moved, Doesn't Speak
 - AV= Already Voted

4. Dispatch

- a. Plan routes ahead of time –odd/even
- b. Leap frog one sided street
- c. Park in central location and walk to your precinct
- d. 30-second rule –knock and wait 20-30 seconds and keep it moving!

5. Do's /Don'ts (10min)

DO:

- ✓ Plan your route before you hit the doors!
- ✓ Record responses accurately, ESPECIALLY EMAILS AND CELLPHONES
- ✓ Stick to the script! We MUST stay on message!
- ✓ Shake gates to check for dogs before entering yards.
- ✓ **Be within eye and earshot of your partner**
- ✓ **Call 911 if you feel like your life is in Danger**
- ✓ Call your team leader if anything goes wrong
- ✓ Drivers: Track the address you parked and odometer reading.
- ✓ **Smile and have fun!**

DON'T:

- Mark in the barcode section of the walk list
- Spend too long or get into arguments or challenge a voter.
- Record responses for people that you did NOT talk to
- Record anything except the voters responses on the walk list
- Leave your partner behind
- Go to doors together
- Go inside homes or take snacks from voters
- Drive street to street
- Stick walk literature in mailboxes it's a federal offense!