

The persuasion portion of the election is when you make your case to voters. After persuasion comes GOTV.

The persuasion period runs through April. Below are four steps you should take to be in the best position possible heading into the GOTV stage of the election. Everything in a campaign is interconnected, so don't sell yourself short now; doing **just 10 hours** of work in April will put you in the best position to win in May.

1. SEND THANK YOU NOTES TO THE PEOPLE WHO SIGNED YOUR PETITION

The people who signed your nominating petition are likely to vote for you on Election Day, but just because they signed your petition and you had a positive encounter doesn't guarantee that they'll remember your name. Cultivate them as supporters by keeping them in the loop with what you're doing. Start by **sending a thank you note** for helping you get on the ballot. The note reminds your voters that they did a good civic act, and it also helps you build name recognition. Earlier is better than later, since mail ballots will be out by mid-April.

2. MAKE A FLYER OR PALM CARD TO GIVE TO VOTERS

Make every interaction with voters count by leaving behind a quick summary of who you are, what the office is, and why you're qualified to do the job. Your literature should be personal, look professional, and contain the following information:

- A headshot, your name, ward & division, email, and phone
- A quick summary of what a committee person does
- A few simple things you're running on: "For high-quality neighborhood schools, safer streets. more and better public spaces."

Reminder: Don't leave your literature at the door, only leave it with a person.

3. FIND YOUR WIN NUMBER

Your Win Number is the number of votes you need to be positive you'll win your election. Ask the person who recruited you to run for the 2018 committee person election results for your division. Then, add 10 percent to that top vote getter's number; that's about the number of votes you need to win.

Looking at the voter list for your division, find all the people who signed your petition and assign them a number from 1 - 5 based on how likely they seem to vote for you. Did you have a positive conversation at the door last time? Mark them with a 4 or 5. Did they seem disinterested or skeptical but signed for you anyway? Mark them with a 2 or 3. Did they slam the door in your face, or tell you point blank they're supporting your opponent? That's a 1! For all your signers above a 3, your thank you note should be a way to seal the deal.

Now add up all the 4's and 5's. How many likely votes do you have? Subtract that number from your Win Number, and that's the number of voters you need to identify between now and May 17th.

4. FIND MORE VOTERS

Once you know how many additional voters you're going to need to win, it's time to get out and talk to voters. There are two primary ways to do that and you should do both, and they serve different purposes.

Targeted Voter Contact

- Ask the person who recruited you for a walk list of the Democratic voters in your division. Only talk to those voters, as they're the only people who can vote for you.
- Just like you did while collecting signatures, go door-to-door to talk to voters. This time, the conversation is about what they would like to see from their local representatives of the Democratic party. Create a survey to learn about voters' biggest concerns, what they want to see change about the local party, and what they'd like their committee people to do.
- At the end of your survey, ask voters if they want to be kept informed about what you're working on. Most people will say yes, which is a great opportunity to collect email addresses. Additionally, some themes will develop during these conversations. Use that information to **inform what you focus on in the literature** you hand out during GOTV.
- Ask your friends to reach out to their friends in your division. Give your friends a spreadsheet of Democratic voters in your division and ask them to annotate people they know. Then have them reach out on your behalf. Friends are really valuable validators!

Events and Parties

Committee person is a neighborhood office, so make sure to use your campaign as an opportunity to bring your neighbors together. This is the fun part of campaigning. Some ideas include:

- Host a block or park clean-up event, which you can tie into the April 2nd citywide Spring Cleanup
- Host a block party

NOTE: Make sure to have literature or something more topical (eg. seed packets with a campaign sticker) to share with voters. You might even consider wearing a campaign t-shirt with your name on it.

- Host a meet-and-greet for a candidate running for office (eg. State Rep) and invite voters in your division
- Host a committee person election house party with your running mate

NOTE: Create an online events page (eg. on Facebook) and flyer your division to invite neighbors. Provide light snacks and use judgement about whether to serve alcohol. Also, make sure to have campaign literature on hand to share with guests.

MAKE A HARD ASK

You can't assume that someone will vote for you, or show up to vote at all, just because you had a pleasant conversation. **You have to ask if you can count on them to vote, and to cast their vote for you when they do.** So whenever you talk with voters, don't end the conversation with something wishy-washy like, "It would be great to have your support on Election Day." Instead ask them, "Can I count on your vote on May 17th?"