

Campaigning as a write-in is really no different than campaigning as a candidate on the ballot, with the exception that you have to prepare your voters for one additional step. There are a few ways to make it easier for your voters to vote for you by write-in. (For general campaign help, see Persuasion 101, GOTV 101, and VBM 101.)

WRITE-IN OVERVIEW

Your job as a write-in candidate is as much about getting voters to take that one extra little step -- writing your name -- as it is about persuading people to vote for you in the first place. To that end, every time you talk to voters, you'll want to make clear that you're running as a write-in, and that voting for you as a write-in is easy!

The message "you can easily write my name on the ballot" should be communicated during all three phases of the campaign: persuasion, vote-by-mail, and GOTV. This message is even more important on Election Day.

PERSUASION, GOTV, AND VOTE BY MAIL

When you're talking to voters at the door, make sure to ask them how they'll plan to vote: by mail or in person. That way, you can help instruct them on how to write your name into their ballot, regardless of what type of ballot that is.

If they're voting by mail:

- Print out a copy of the sample ballot for your division from <https://atlas.phila.gov/voting>
 - The pdf is both the machine sample ballot (1st ballot) and the mail sample ballot (2nd ballot)
- Highlight the Ward Executive Committee line on the ballot and write your name in the appropriate field
- Hand out copies of these mail sample ballots to your mail voters during your canvasses

If they're voting in person

- Print out a copy of the Sample Ballot for your division from <https://atlas.phila.gov/voting>
- Highlight the Ward Executive Committee line on the ballot and write your name in the appropriate field. To avoid confusion, it's best if you type your name in the field, since that's how it will appear on the ballot
- Hand out copies of these voting machine sample ballots to your in person voters during your canvasses

ELECTION DAY

Most write-in campaigns are won or lost on Election Day. For that reason, it is critical that you take off work for the entire day on May 17 so you can campaign for yourself at the polling place.

On Election Day, talk to voters about your write-in campaign. You'll only have a minute to get their attention, so try some quick pitches early in the morning to see what works best in your division. Lightheartedness tends to work well. Importantly, share your machine voting sample ballot with voters as they walk in to vote.