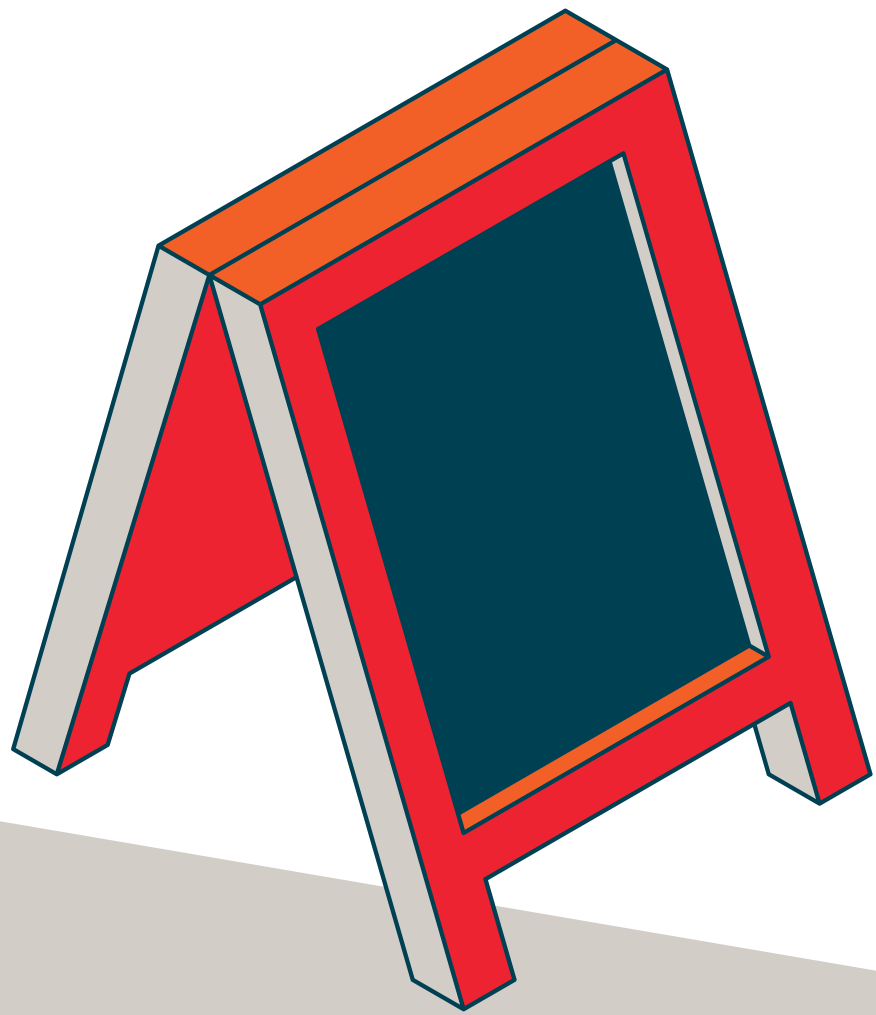


# Holding a street stall

The purpose of a street stall is to have conversations with soft and undecided voters. Using the petition data you collect, we'll text or email a reminder to vote YES in the referendum. The process of signing the petition solidifies "soft" Yes voters and applies "social pressure" to undecideds. They can see people in their community support Voice.



## Set up

Choose somewhere with high foot traffic (outside a busy shopping strip, supermarket, footpath, park etc) where there is space for people to stop and speak to you. You don't require a permit to be on public property - but if you get kicked out of your location don't worry, just move somewhere nearby.

## Connect

as people approach, introduce yourself, explain why you're volunteering your time to campaign for the Voice. Try the 10 - 5 - 2 method!

When a voter is 10 metres away, make eye contact and smile as they approach.

When they're 5 metres away, warmly connect with an opening line like "Hey! How's it going?"

When they're 2 metres away, ask them a question e.g. "Have you heard about the First Nations Voice to Parliament?" or "Have you heard about the referendum coming up?"

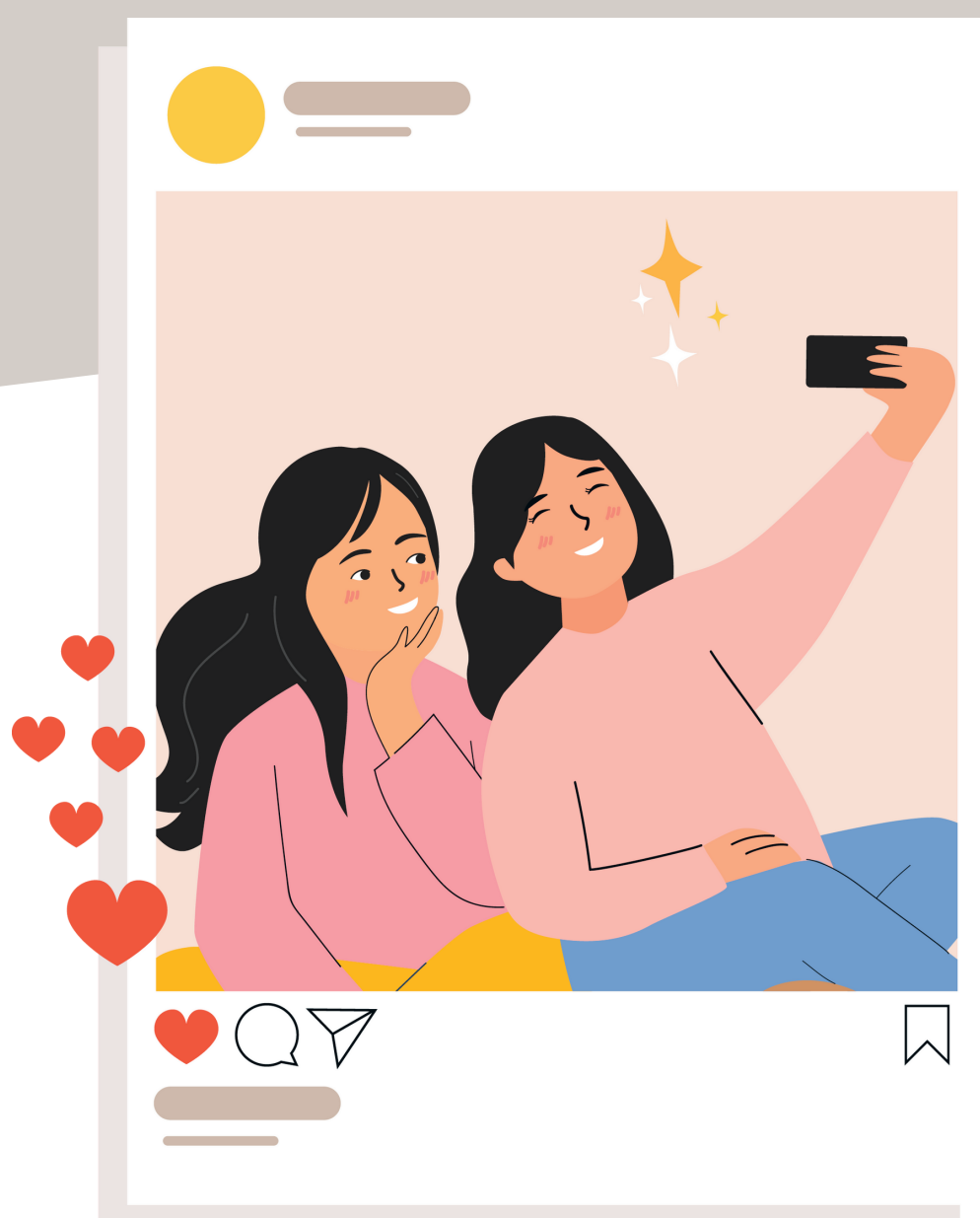


## Collect Pledges / Petition signatures and photos!

"To build community momentum for the Yes vote, locals are signing a pledge to vote Yes for the referendum, are you willing to sign?"

"We want to show that we have the full backing of the community. Can we take a selfie together?"

If they're enthusiastic, ask if they want to join the campaign and volunteer or donate. Make sure they tick 'volunteer' or 'donate' and say we'll be in touch



# Making it count

Don't forget to email [volunteer@vthc.org.au](mailto:volunteer@vthc.org.au) the following 3 items at the end of your action:

## Group photo!

"Photos or it never happened!" The 'No' campaign has big advertising money and Murdoch's support to dominate the mainstream media - so we need to show off our actions and dominate social media with photos of our lovely activists running a positive, people-powered campaign! When other 'Yes' voters see these photos, it will make them more likely to get involved.

## Volunteer Attendee list

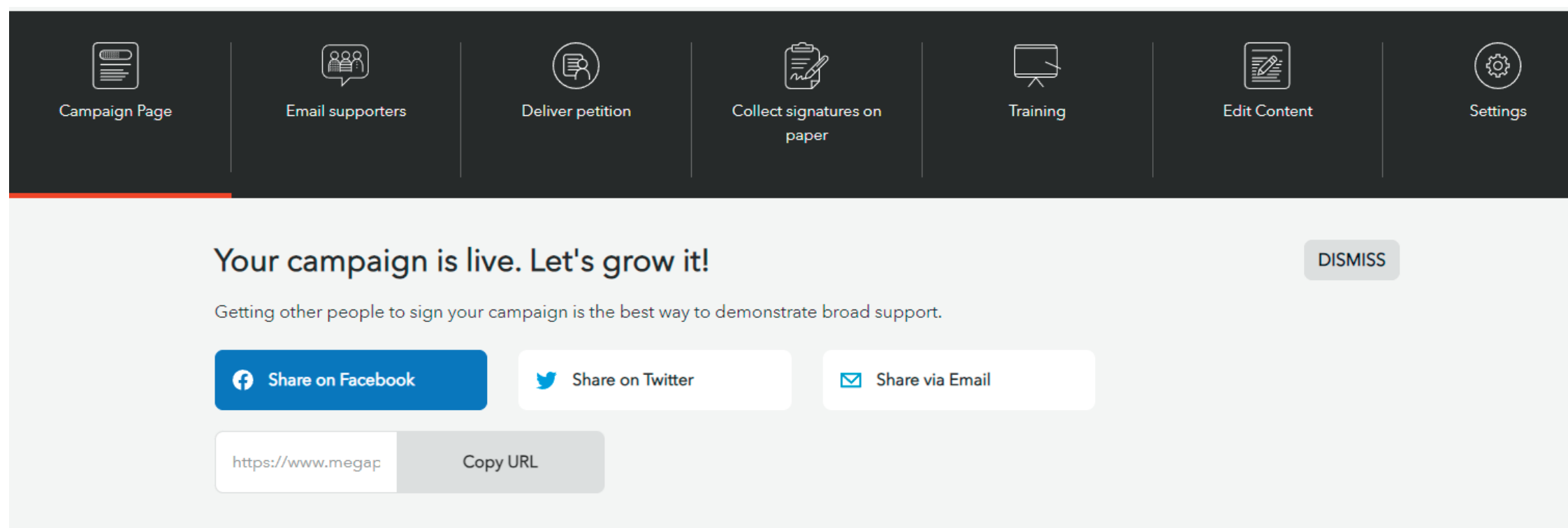
Email the full names and contact details of the activists who attended your action with you. We want volunteers to volunteer again!

## Pledge or petition data

Petition data is really important. After their positive conversation with you, a voter might have a conversation that changes their mind. Closer to referendum day, we need to email or text the voter a reminder of their commitment and make them feel good about voting Yes. You can read our privacy policy at [weareunion.org.au](http://weareunion.org.au) - basically it says we don't sell data to anyone, ever.

### A) Input your data directly into Megaphone (this is a huge help!)

- The best and most secure way to send us petition data is by putting it directly into a Megaphone pledge page! If you haven't already started your local pledge drive, go to [megaphone.org.au/efforts/yes23](http://megaphone.org.au/efforts/yes23) and click "START A NEW YES CAMPAIGN" at the top of the page.
- Click through the steps and sign in. It's easy but email us if you get into strife.
- On your new campaign page, click "collect signatures on paper" and then "enter petition signatures". Then just enter the data directly.
- Please keep your paper petitions somewhere secure - don't leave them lying around.



### B) Send us a spreadsheet

Input the first name, last name, email, phone number and postcode of the pledges you collect on an Excel or Google Sheets spreadsheet and email it to us. Include a column for the 'volunteer' and 'donate' tick-boxes too.

### C) Mail us the paper petitions

If this isn't possible, mail your completed pages back to us (postage paid envelope has been included in your kit).



**YES!**  
**WE ARE UNION**

We acknowledge that this guide was prepared on the lands of the Wurundjeri people of the Kulin nation. This land was stolen & never ceded.  
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