



VOTER OUTREACH TIPS

If this is your first time doing voter outreach, we understand that it can be a bit intimidating. Don't worry - it's easy and extremely rewarding. Here are some basic tips to help you be successful:

Smile! This is the most basic rule of voter contact. If you look and sound like you are enjoying yourself, people will be more interested in talking with you. Even on the phone, people can tell if you are smiling.

Follow the script but speak from the heart. We often will provide you with some talking points to help you engage voters. But you will always be most persuasive if you can clearly and concisely explain why you personally support a given policy. Take some time before you begin contacting voters to think of a one-minute explanation of why you support something.

Respect differences of opinion. Don't argue with people who disagree. It's a waste of your time if the person already has made up their mind. Kindly thank them for their time and move on.

Don't pretend to be a policy expert. It's likely that someone will ask you a question to which you do not know the answer. That's OK. You should never be afraid to admit you do not know the details of one of President Obama's policies. If you aren't sure, say just that and direct them to find out more information at BarackObama.com.

ADDITIONAL TIPS IF YOU GO DOOR-TO-DOOR...

Go with a partner. Divide your walk list between odd and even addresses. Knock all the houses on one side of the street while your partner knocks on the opposite side. Make sure to keep in eyesight of each other.

Exchange phone numbers. Make sure you get your group leader's number, as well as your canvassing partner's.

Be safe and alert. Don't go inside houses, even in a group. Don't knock on a door you feel uneasy about.

Leave literature. Make sure you have issue flyers or other information ready to hand out to interested people or to leave at houses where no one is home. It's illegal to put a flyer in someone's mailbox, but you can leave a flyer in their door.