



## VOTER CONTACT: THE BASICS

If this is your first time participating in voter contact, we understand that it can be a bit intimidating. Don't worry - once you get the hang of it, it's easy and fun. Here are some basic tips to make your voter contact 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 engaging in conversation with you and discussing what issues are important to them. Even on the phone, people can tell if you are smiling!

***Stay positive!*** As a volunteer, you're here to excite voters about Barack and what he can do for America - not to weigh them down with complaints about his opponent. Comparisons are good, but keep a positive focus on Barack.

***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 Barack Obama's policies. If you aren't sure, say just that. It is NOT okay to make up a policy stance or say something just because you think it's what the voter wants to hear. Please do not stretch the truth. Also, it is critical that we have accurate numbers about voter contact, so be honest about your voter contact numbers.

***Follow the script, but speak from the heart.*** We 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 Senator Obama.

Take some time before you begin voter contact to think of a one-minute explanation of why you support Senator Obama and Joe Biden.