

JOIN US FOR A VOTER CONVERSATION...



ONE TO ONE

Think of a time when you stood up for something you cared about. Share it with your neighbor.

WHEN YOU THINK ABOUT THE WORLD TODAY WHAT COMES UP?
WHAT IS AT STAKE?

HOW DO YOU FEEL?

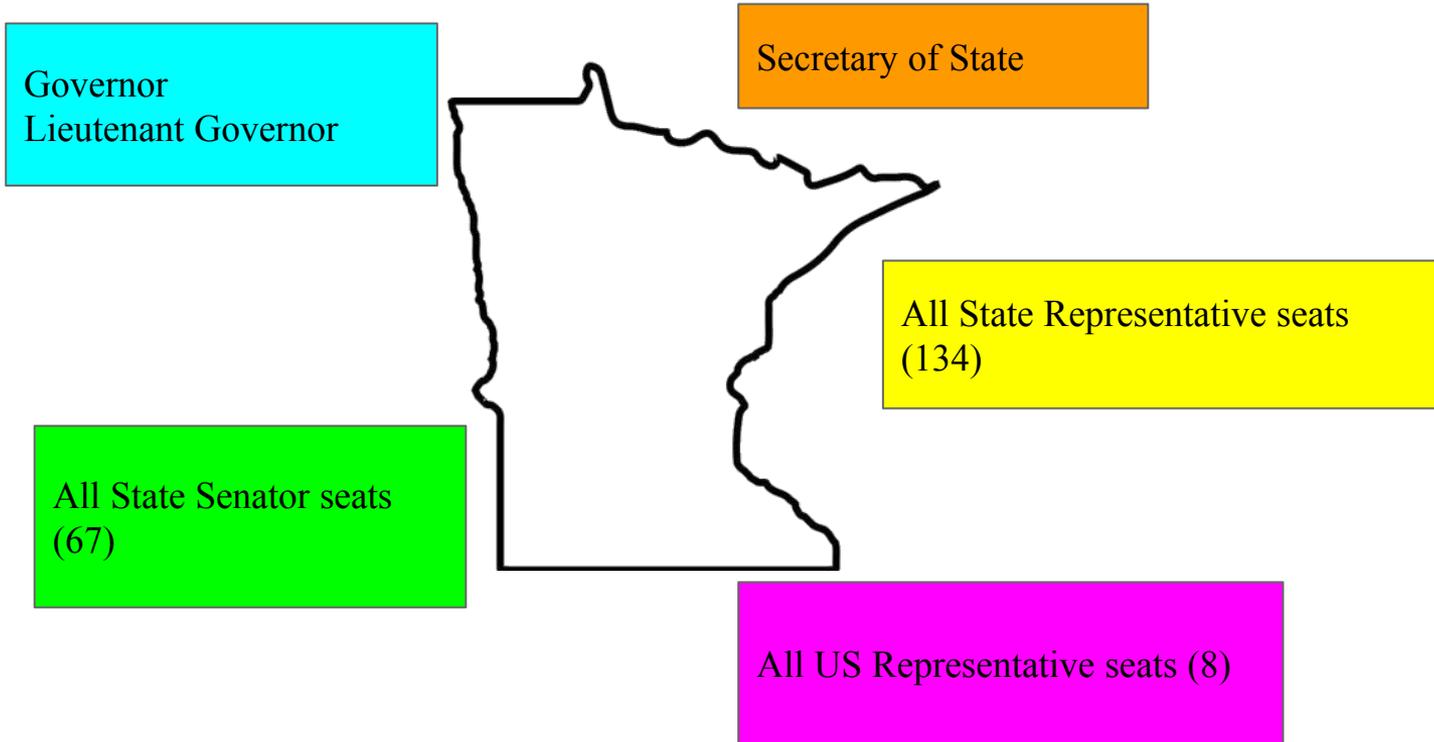
OUR GOAL:

Learn how to use the unique power of your personal relationships – through **relational organizing** – to make sure as many people vote in 2022 as possible!

Identify 5-**10+** people in your life you'll contact ahead of the 2022 election



FOR THE FIRST TIME IN 20 YEARS...



VOTER TURNOUT IN MN - QUIZ TIME!

How many eligible voters in MN voted in the **2020** presidential election?

...**2018** midterm election?

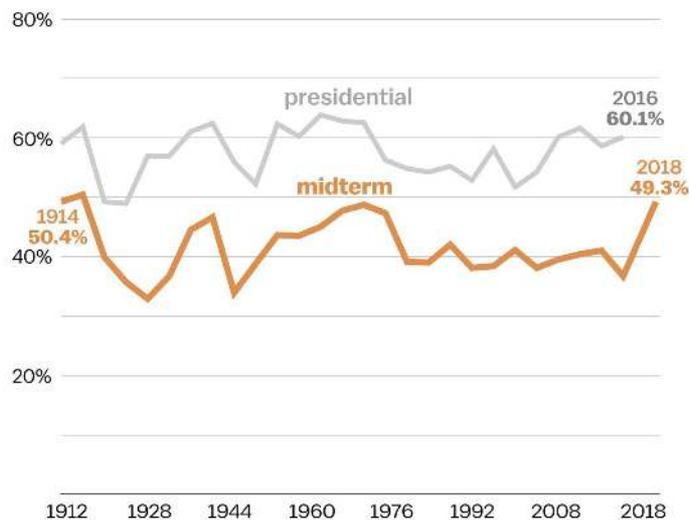
...**2014** midterm election?



MIDTERM ELECTION TURNOUT IS ALWAYS LOWER THAN PRESIDENTIAL ELECTION TURNOUT!

Voter turnout in US elections

Share of voting eligible population. 2018 figures are preliminary



Source: US Election Project

Vox

OUR GOAL: CONVERSATIONS!

We want to have meaningful, non-partisan conversations with our communities about voting and our values.

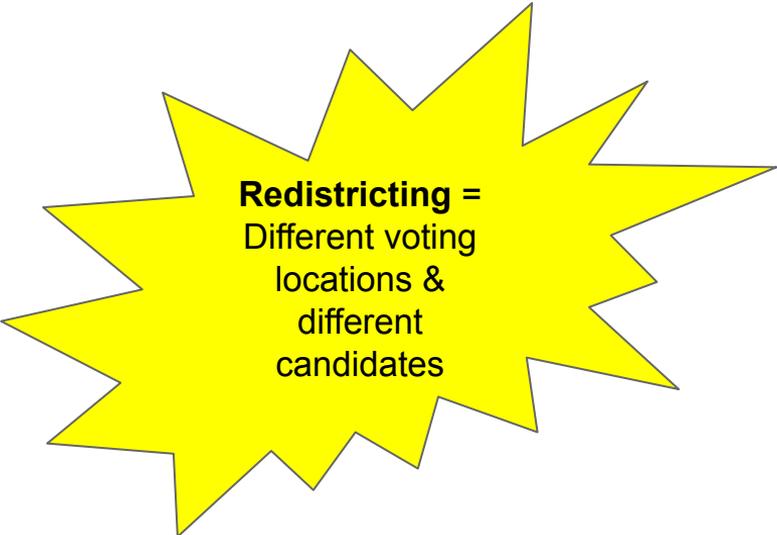
There are three ways to do it:

- Knocking on someone's door
- Showing up in a public space (tabling)
- Talking with people you know

MNIPL will provide resources, trainings, & support you need!

RELATIONAL ORGANIZING CONVERSATION GOALS

- Make sure people are registered to vote
- Encourage them to pledge to vote
- Help them make a plan to vote:
 - Check their voter registration
 - Request an absentee ballot
 - Find their voting location
 - Check who is on their ballot
- Encourage them to vote triple



Redistricting =
Different voting
locations &
different
candidates

VOTER CONVERSATION CAMPAIGN WEBSITE

Click [here](#) for a one-stop shop for voter conversation actions!

The screenshot shows the website header with the logo for Minnesota INTERFAITH POWER & LIGHT on the left and navigation links (Take Action, Building a Movement, Stories, About Us, Donate, Join) on the right. Below the header is a large banner image of three diverse people holding up large, colorful letters that spell out 'VOTE'. The text '2022 VOTER CONVERSATION CAMPAIGN' is overlaid on the banner. Below the banner, there is a text block on the left and a 'Countdown to Election Day!' widget on the right. The widget shows a countdown of 04 Months, 09 Days, and 22 Hours. At the bottom of the page, there is a partial view of an orange and white circular graphic.

Minnesota
INTERFAITH
POWER & LIGHT

Take Action Building a Movement Stories About Us Donate Join

2022 VOTER CONVERSATION CAMPAIGN

For the first time in 20 years, the Minnesota Governor's seat and all state Senate and Representative seats are up for election.

The stakes are high for this 2022 midterm election. Climate change, gun violence, women's rights, LGBTQ equality, racial justice, and even our democracy are on the line.

Up and down the ballot, we can vote for leaders who will prioritize justice—but

Countdown to Election Day!

04 09 22
Months Days Hours

HOW TO VOTE IN 2022

- Vote by mail
- Vote early in person
- Vote on Election Day (November 8)

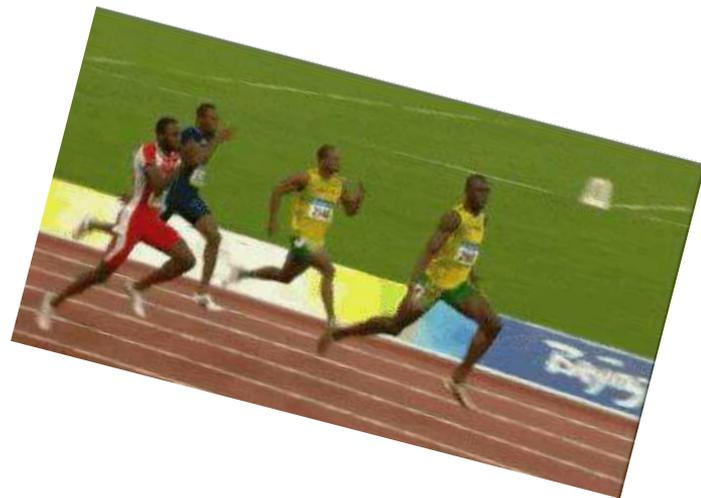
VOTE BY MAIL

- [Apply for an absentee ballot](#) (postage is pre-paid)
- Request a vote-by-mail ballot anytime; it will arrive a few days later!
- Return it ASAP. Mailed in ballots must be received by Election Day (November 8).
- You can [track the status of your ballot](#). You will be contacted if there are errors that invalidate your ballot.
- You can cancel your ballot anytime until one week before Election Day (call your election office)
- If you want to drop off your ballot, you can! Bring it to the election office on your ballot's return envelope during business hours



VOTE EARLY IN PERSON

- Go to your [county election office](#) during their normal business hours.
- You can vote early for the PRIMARY ELECTION between June 24 and August 8, or for the GENERAL ELECTION between September 23 and November 7.
- Click for more about [voting early in person](#).



VOTE ON ELECTION DAY

- [Check if you're registered to vote](#). If not, you can [register to vote](#) ahead of time or on Election Day.
- [Find out where you vote](#). With this year's redistricting, your polling location may have changed, so double-check!
- Polls are open from 7am to 8pm on Election Day
- Click for more about [Election Day Voting](#).



TWO KEY WEBSITES:

mnvotes.org



The screenshot shows the homepage of the Minnesota Secretary of State's website. At the top, it reads "OFFICE OF THE MINNESOTA SECRETARY OF STATE STEVE SIMON" and "SEARCH". Below this is a large image of people at voting machines with the text "lections & Voting". A navigation bar includes links for "Español", "Hmong", "Somali", "Tingit", "Русский", "中文", "amharic", "Afsooni", "Oromo", "Igbo", and "APTC". A section for "Congressional District 1 Special Election Information" features a link for "Online Absentee Application". The main content area has four columns: "REGISTER TO VOTE" (with a checkmark icon), "ELECTION DAY VOTING" (with a printer icon), "OTHER WAYS TO VOTE" (with an envelope icon), and "WHAT'S ON MY BALLOT?" (with a document icon). Each column contains a brief description of the service.

mnipl.org/voter-pledge



The screenshot shows the homepage of the Minnesota Interfaith Power & Light website. At the top, it features the organization's logo and the text "Minnesota INTERFAITH POWER & LIGHT". Navigation links include "Take Action", "Building a Movement", "Stories", "About Us", "Donate", and "Join". Below this is a large image of people holding up large letters that spell out "MINNESOTANS: MAKE A PLEDGE TO VOTE!". The main content area has a heading "Pledge to vote in the 2022 General Election" and a paragraph: "So much is at stake! For the first time in 20 years, the Minnesota Governor's seat and all state Senate and Representative seats are up for election. Now's the time to think about your plan to cast your ballot and make your voice heard!". Below the text is a "GO VOTE" button with a map of Minnesota and the American flag. At the bottom, it states: "All U.S. citizens aged 18 and older are eligible to vote. You can vote in Minnesota on Election Day (November 8), early (starting September 23), or by mail."

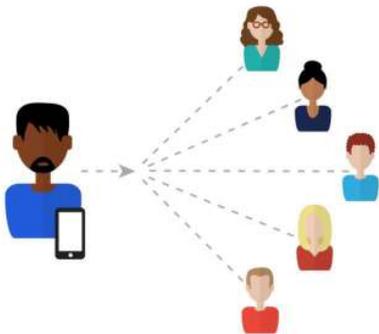
RELATIONAL ORGANIZING IS ABOUT BUILDING POWER WITHIN YOUR OWN COMMUNITY AND SPHERE OF INFLUENCE.

It's about talking to people in your life about voting and what matters most to them.



WHY RELATIONAL ORGANIZING?

- It's more effective
- It's easy
- It's flexible
- It's fun!



PROVEN RESULTS

Turnout Programs: GOTV Effects by Mode*



5.9%

increase in lower/middle propensity voters

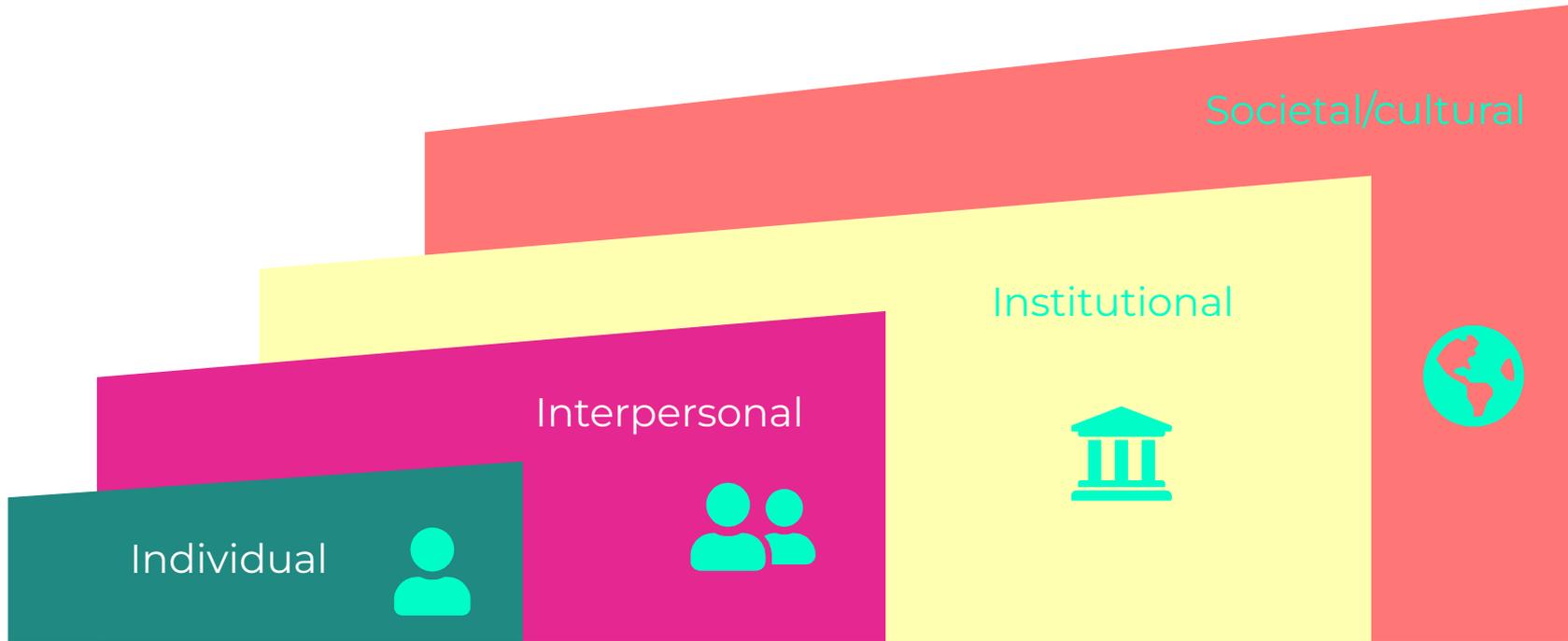
6.9%

increase in younger/millennial voters

7.7%

increase in voters of color

HOW CHANGE HAPPENS



POLITICAL SCIENTIST DONALD GREEN:

“Everybody, even a relatively high-probability voter ... would nonetheless know people in the same **family**, in the same **congregation**, on the same **street**, in the same **workplace**, you name it, who are **low-propensity voters**.

Find 10 people who haven't voted in a while, are 19, etc.”



THE MESSENGER MATTERS!

Recent studies have shown that the perceived truthfulness of the **messenger** is more important than the truthfulness of the **content/message**.

You are a trusted messenger – people trust you!

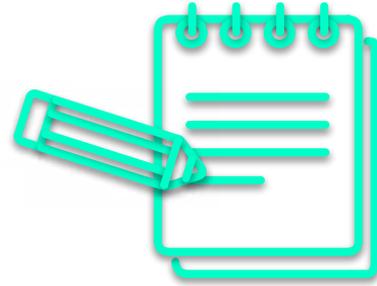


VS.



SOLO ACTIVITY:

WHICH MESSENGERS MATTER TO
YOU?



- Take about 2 minutes to think about who you trust and whose opinions influence you.
- Then consider who might put you on their list. Who seeks out your opinions and input?

WHY ARE STORIES IMPORTANT?

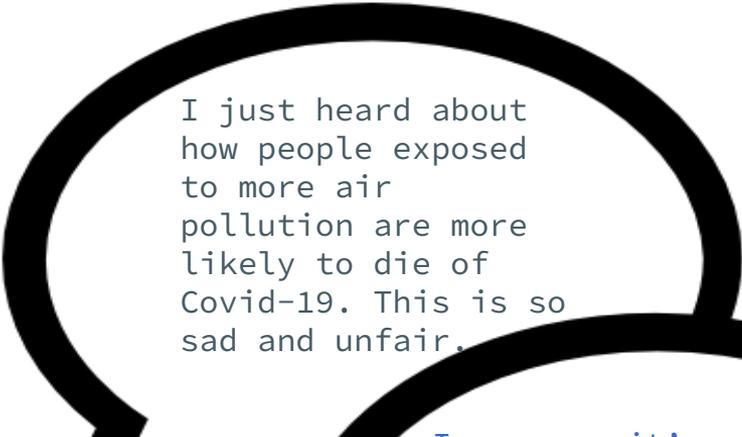
Humans are natural storytellers! Stories are how we:

- Emotionally connect with each other, even if we have different experiences
- Make sense of the world
- Understand the real-life impact of policy
- Learn new perspectives

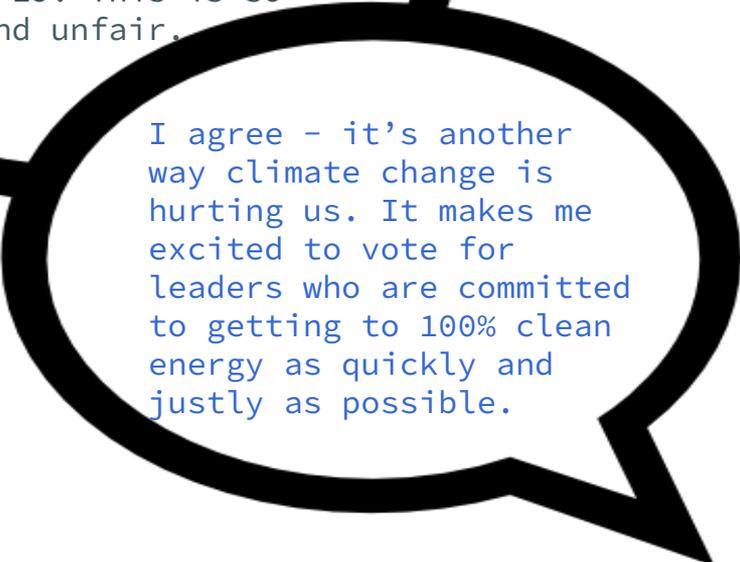


TIPS FOR SUCCESS!

1. Meet people where they're at
2. Listen more than you talk
3. Find out their self-interest (motivating values), connect it with your values, & connect it to voting!



I just heard about how people exposed to more air pollution are more likely to die of Covid-19. This is so sad and unfair.

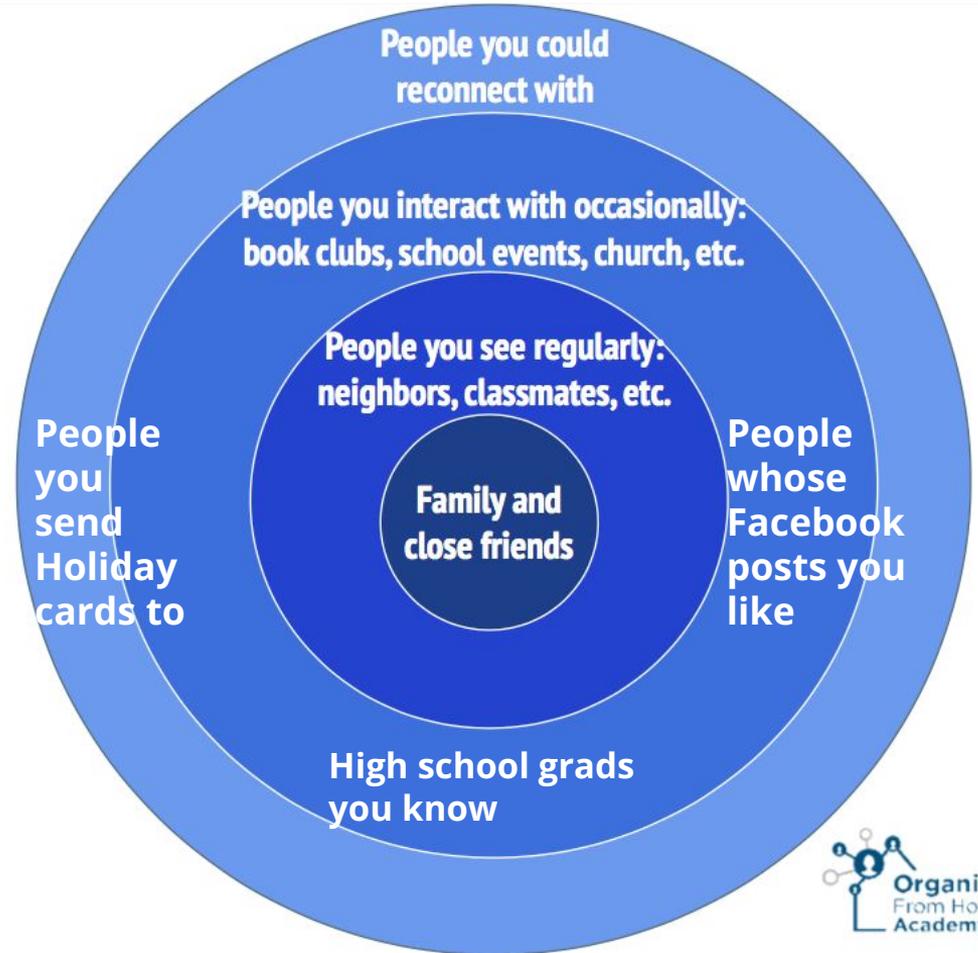


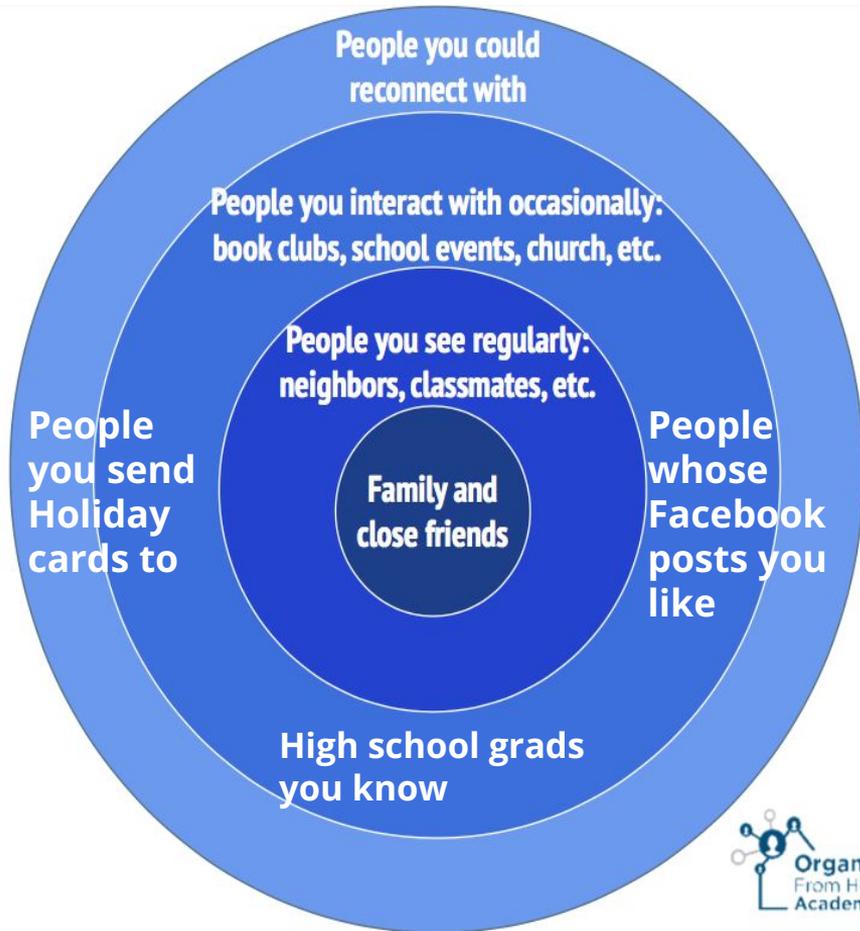
I agree - it's another way climate change is hurting us. It makes me excited to vote for leaders who are committed to getting to 100% clean energy as quickly and justly as possible.

BUILD YOUR PERSONAL LIST

This is your list of relatives, friends, neighbors, etc, that you will get in touch with before the 2022 election.

Try to focus on new or infrequent voters!



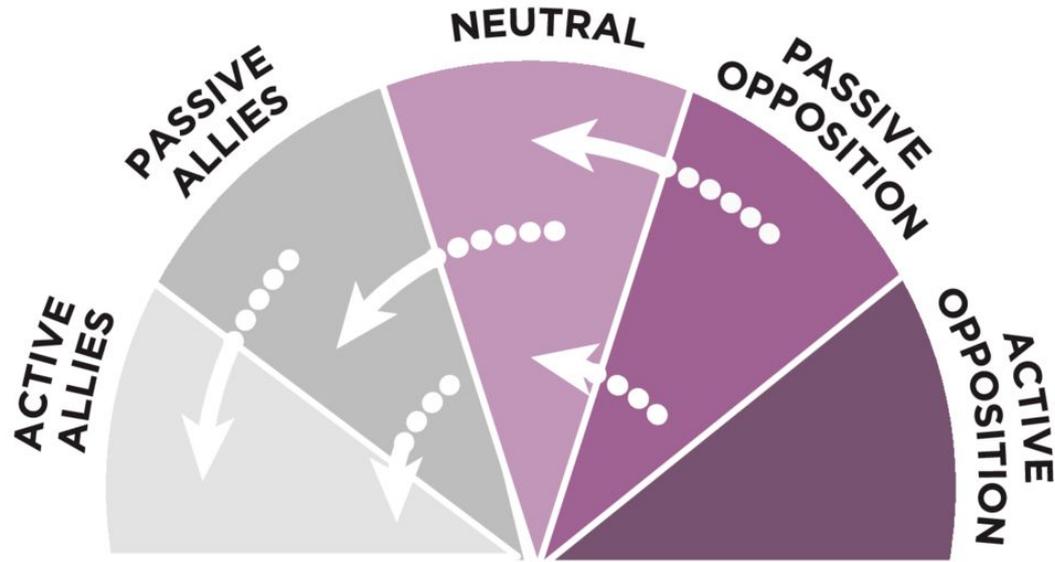


Solo activity:

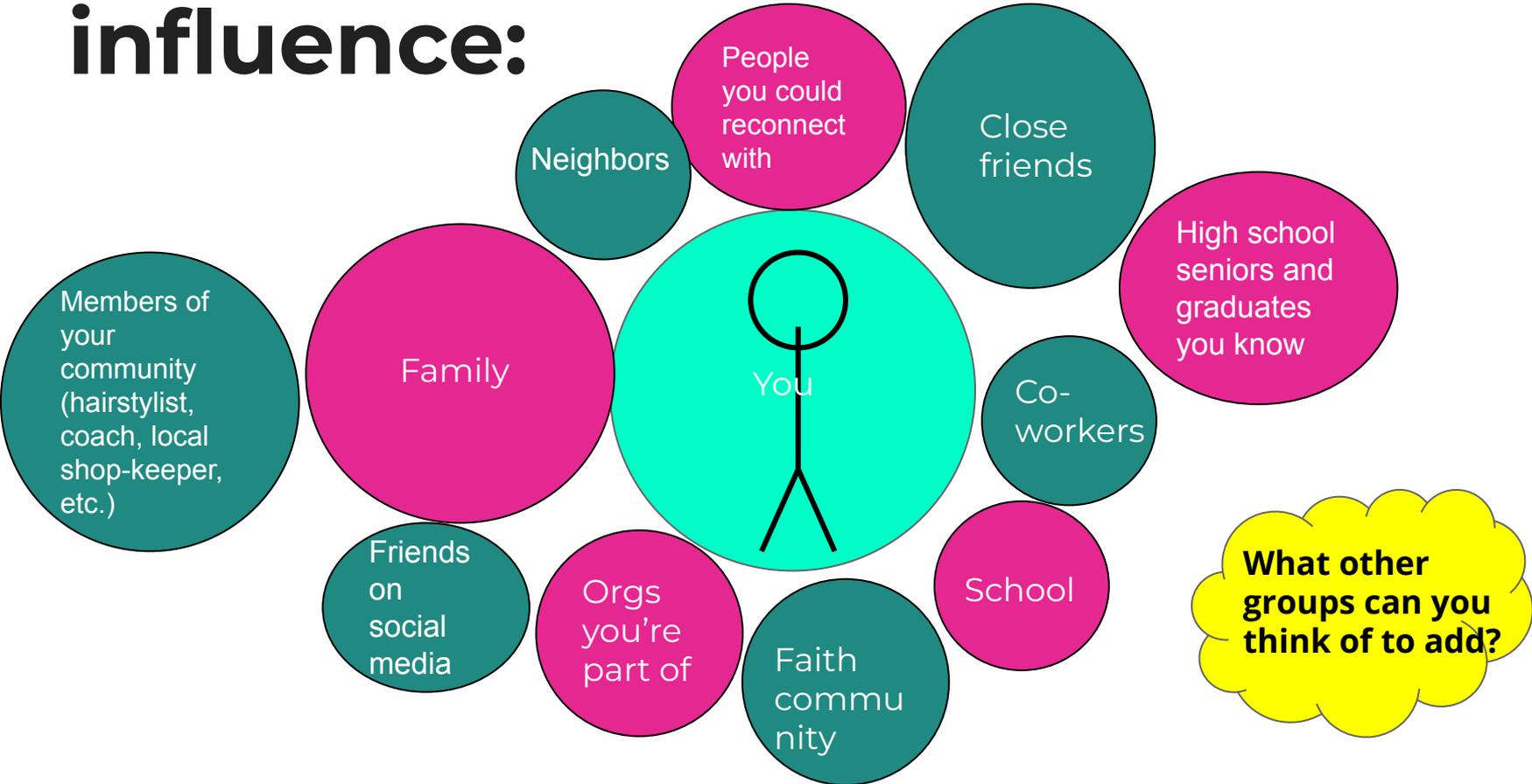
Spend a few minutes brainstorming the people you want to add to your personal contact list.

Try to think of at least 10 people - 20 people is our stretch goal!

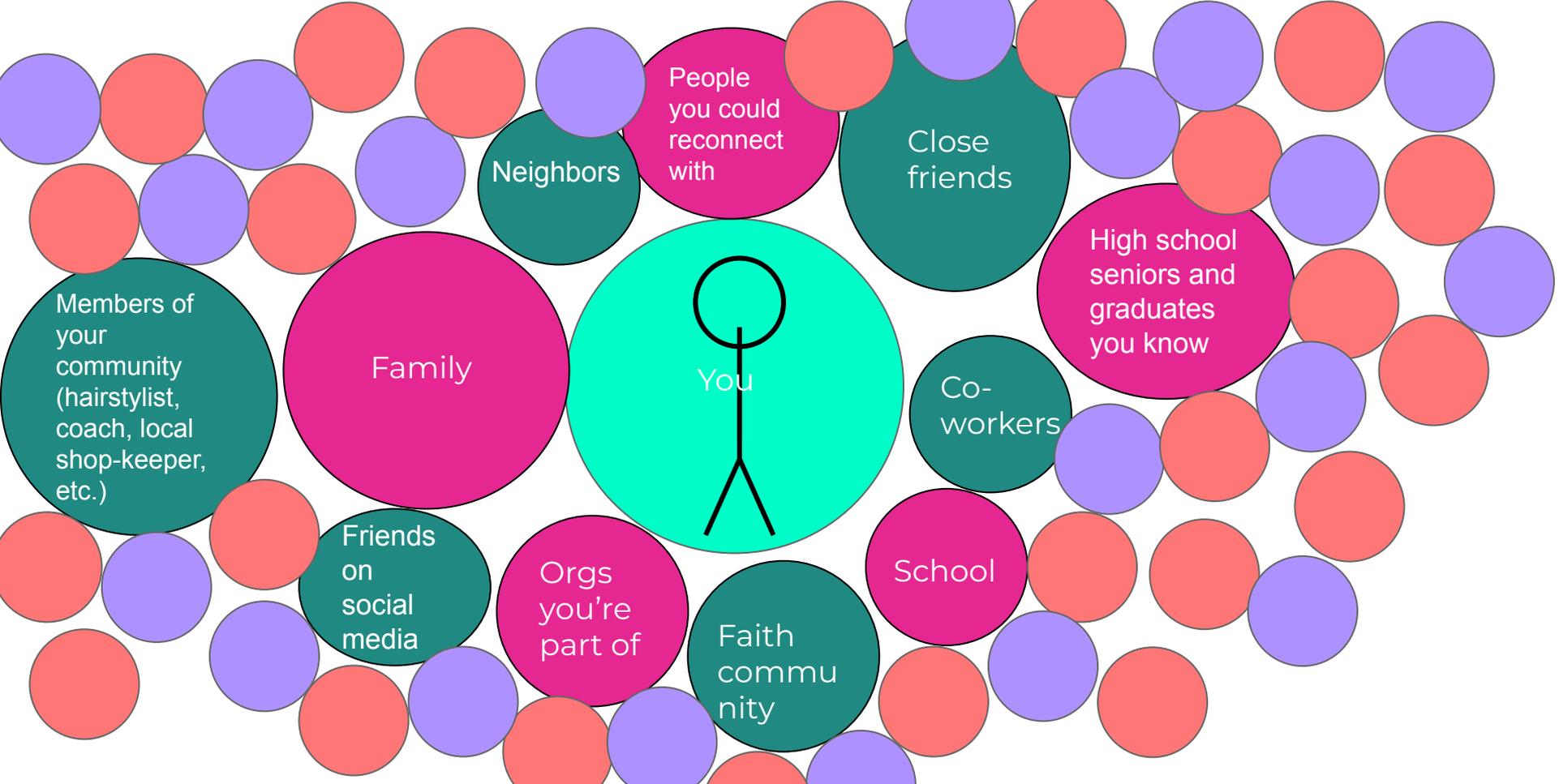
SPECTRUM OF ALLIES



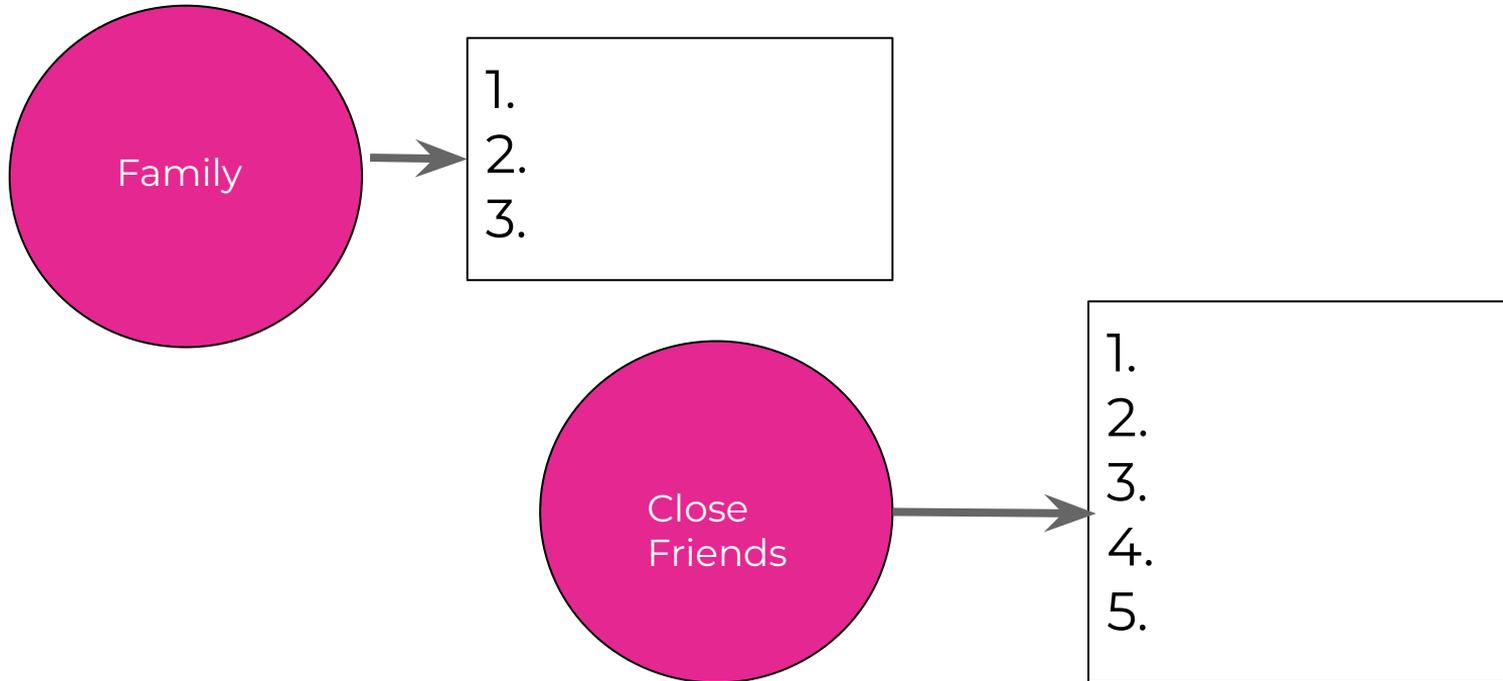
Mapping your network of influence:



...and their network of influence!



Building your list:



BRAINSTORM TIME

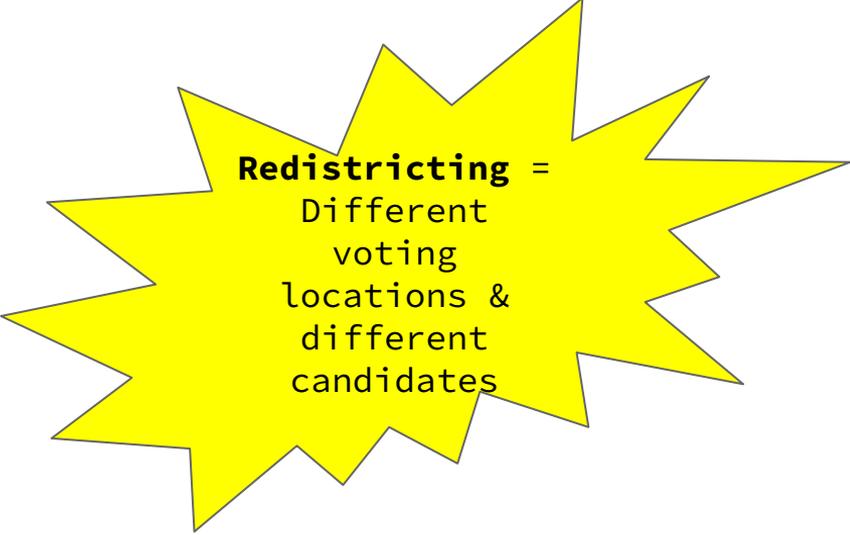
Potential people to brainstorm:	Make your list of 10 (or more!) contacts:
<ul style="list-style-type: none">- Family- Close friends- People you see regularly:<ul style="list-style-type: none">- Neighbors- Coworkers- Classmates- Faith community- People you see sometimes:<ul style="list-style-type: none">- Organizations you're a part of- High school seniors or college students you know- Local businesses you support- People you could reconnect with:<ul style="list-style-type: none">- College/high school friends- Friends on social media	<ol style="list-style-type: none">1) _____2) _____3) _____4) _____5) _____6) _____7) _____8) _____9) _____10) _____

KEEP YOUR LIST SAVED - AND MAKE A REMINDER TO CHECK BACK IN
WITH YOUR CONTACTS IN EARLY NOVEMBER



MAKE SURE YOUR CONTACTS...

- Are **registered** to vote
 - OR they've checked their voter registration if they moved/changed their name!
- Make a **plan** to vote! (Use the Voter Pledge: mnipl.org/voter-pledge)
 - Voting FAQ
 - Check their voter registration
 - Request an absentee ballot
 - Find their voting location
 - Check who is on their ballot
- Are encouraged to **vote triple**



Redistricting =
Different
voting
locations &
different
candidates

VOTE TRIPLING

“Can you remind three friends to vote, too?”

If possible – ask for their names! This makes it more likely they’ll remember and take action.



Common reactions:

- “All of my friends vote.” → During this uncertain time, they may appreciate a reminder. Less people vote during the midterms than presidential elections.
- “I can’t think of any friends now.” → Let them know who you’d remind.
- “None of my friends vote.” → Ask about neighbors or coworkers. And remind them that they’re a great messenger to get their friends thinking about voting!

STARTING THE CONVERSATION...



STARTING THE CONVERSATION...

Is your contact someone you know well and are regularly in touch with?



It's normal to talk about voting, make sure they're ready to vote, and encourage them to remind 3 friends!

Or are they someone you don't know well and haven't talked to in a while?



You might want to let them know that you're reaching out as part of a group GOTV effort, or that you're concerned about the election.

This explains why you're reaching out!

HOW THE CONVERSATION MIGHT GO...

- 1) **Start by catching up.** Ask how they are doing, especially if you haven't spoken in a while.
- 2) While catching up, try to figure out what **values or issues are important to them now.**
- 3) **Connect their values with why voting is important.**
For example, if they mention concern about the climate crisis, you can say you're excited to vote for candidates who will lead boldly on climate justice.
- 4) **Ask how they plan to vote, and/or share how you plan to vote and why.** Helping them make a clear voting plan is essential!
- 5) **Encourage them to check their voting location and who is on their ballot.** This may have changed due to redistricting this year. Check at mnvotes.org.
- 6) **Ask them to talk to three friends about voting, too!**
- 7) After, **make a note of their voting plan.** Follow up 1-2 weeks later to make sure they voted, or remind them closer to November 8.

OTHER WAYS YOU CAN START THE CONVERSATION:



By yourself:

“Hey ____, it’s Charissa! How are you? I’m thinking a lot about the election. Do you know how you’re going to vote?”

Or

“I just attended an event where I learned about our voting options this year. How are you planning to vote? I’m excited to vote early because...”



As part of MNIPL or your faith community:

“Hey ____, it’s Charissa! I’m excited because I’m working with MNIPL/a local climate group/my faith community to get out the vote.

I've committed to call ___ people to make sure they know how to vote early or by mail this fall. Can you ask three friends to vote?

TIPS:

- **Meet people where they're at!** Have different conversations with different people.
- **Don't worry about annoying people.** Even frequent voters will appreciate the reminder to check their ballot and voting location - especially with redistricting!
- **Make it natural.** Connect voting to conversations you're already having with people!
 - **Example:** Is someone complaining about politics or expressing concern about a topic? Take the opportunity to highlight the importance of voting and making sure you vote for candidates who prioritize that issue!

IF YOU BELONG TO A FAITH OR SPIRITUAL COMMUNITY...

- Think about high schoolers or recent graduates in your congregation's youth group - **anyone who recently turned 18**. Make sure you contact them!
- Have any members of your congregation **moved** in the last few months?
- Get a directory and work with a friend to **call every member of your congregation** ahead of the election.
- Talk about voting during worship - help people register to vote afterward!



RELATIONAL ORGANIZING GUIDE

[Click here](#)



2022 Voter Conversations: Talking to People You Know

Minnesota Interfaith Power & Light | mnipl.org

“These are historical times. What we do or don’t do right now will define the rest of our lives as well as the lives of our children and grandchildren. So spend your time wisely.”

- Greta Thunberg

WHAT DO YOU COMMIT TO DOING
BEFORE NOVEMBER 8?

