

# Guide for Conversations

## Conversations + Rally = Impact on Elections!

- **What to talk about?**

- Issues, candidates, voting information

- **Why talk about issues?**

- It's easier to find common ground on issues than parties or specific candidates.
- People will make decisions on voting and candidates they support based on issues.
- Issues can be tied to values - which is more powerful for persuasion than facts.

- **Who to talk to?**

- Persuadable and unengaged likeminded
- Frustrated with politics or may see both sides as same
- Considering skipping some races
- Regular voters who may join you in this effort

- **How to start the conversation?**

- Ask about/bring up issues
- Talk about voting this year
- Use Rally to find information to share & start convos

- **Overcoming barriers/avoiding conflict**

- Avoid using R and D labels.
- Focus on local/state elections - less polarizing.
- Not a one-and-done conversation - keep having the convo
- Lead with empathy and LISTEN.
  - *I get it, I hear you*
  - *I totally get where you are coming from*
  - *If this were true, I would be just as concerned as you*
  - *I share some of the same concerns*
- Do not use "but." Instead use "that's why...."
- Know when to walk away.

### Formula

1. Ask a question/start the conversation.
2. **Listen** to understand the concern vs react.
3. Acknowledge the other person's feelings.
4. Find common ground (We agree that all kids should feel welcomed at school . . .)
5. Move to a "That's why" statement. (That's why I can't support policies that exclude LGBTQ+ kids from . . .)
6. Share your values - shift the conversation to your terms (make it personal).

## Conversation Starters

What do you think about \_\_\_\_\_?

I'm really concerned about \_\_\_\_\_ because of \_\_\_\_\_. How about you?

I know you care about \_\_\_\_\_. I do too – which is why I'm worried when I see \_\_\_\_\_ happening.

Have you heard about \_\_\_\_\_? It's really concerning to me. What do you think?

I just learned about \_\_\_\_\_, and it's really freaking me out! What do you think about it?



# Rally Setup

Set up your profile, add contacts and start having conversations!

## GETTING STARTED

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- Text the word RALLY to 59868, scan the QR code or go to <https://redwine.blue/rallyyoursquad/>
- Sign In if have account or Sign Up to create one.
- Log in w/ Gmail/Yahoo or enter another email and be sent a magic link (no password needed)
- Check your email (including junk) for a message from Rally and click link
- Set up your profile and match yourself to the voter file
- To get back to Rally later, add the Rally icon to your home screen.
  - Iphone: Click share button at bottom, then Add to Home Screen
  - Android: Click three buttons at top, then Add to Home Screen



## ADDING CONTACTS AND TAKING ACTION

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- Add contacts - **TIP!** Use the brainstorming feature for more ideas.
- Match to the voter file – if no match click None of These.
- Answer the Key Question for each contact...and keep adding contacts.
- Review the actions you can take.
- Record that you took an action to keep track of your outreach.
- Check back regularly for new actions!
- After Early Voting starts to see if your contacts have voted!