

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 can 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 and relevant support information

- **Overcoming barriers/avoiding conflict**

- Avoid using R and D labels.
- Not a one-and-done conversation
- Look for openings.
- 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. Express where common ground exists.
5. *That's why....* statement
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

- Text the word RALLY to 59868, scan the QR code or go to go.rally.win/rwb-pa
- Click Join Campaign
- Sign In if you have account or Sign Up to create one
- Enter email and will be send a magic link
- Login with Gmail/Yahoo or enter email and you'll 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

- 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!