

Guide for Conversations

Conversations + Rally = Impact on Elections!

- **What to talk about?**
 - Values, candidates, voting information
- **Why talk about values?**
 - It's easier to find common ground on values than parties or specific candidates
 - People make decisions on voting and candidates they support based on values
 - Values are more powerful for persuasion than facts
- **Who to talk to?**
 - Persuadable or unengaged who share your values
 - Frustrated with politics or may see both sides as same
 - Considering not voting
- **How to start the conversation?**
 - Ask about/bring up current issues
 - Listen — people want to feel HEARD
 - Talk about voting this year
 - Use Rally and relevant support information
- **Overcoming barriers/avoiding conflict**
 - Avoid using R and D labels
 - Focus on local - less polarizing
 - Not one-and-done — keep having the convo
 - Lead with empathy
 - *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...”
 - Communicate boundaries
 - Don’t waste time. 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..)
6. Share your values - shift the conversation to your terms (make it personal).

Conversation Starters

What do you think about _____?

_____ is so important to me, and maybe to you too. What do you think about what’s happening?

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?



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 <https://redwine.blue/rallyyoursquad> and choose your state.
- 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)
- Enter email and you will be sent a magic link
- Check your email (including junk) for a message from Rally
- Click link and join our campaign
- 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 (“I did it!”)
- Check back regularly for new actions!
- After Early Voting starts see if your contacts have voted!