CONVERSATIONS GUIDE

Conversations + The RWB App = Winning Elections!

WHO TO TALK TO?

- **Everyone you know and everyone you meet!** Remember, most people agree with you on basic issues — public education is good, book bans are bad, people should be treated with respect!

WHAT TO TALK ABOUT?

- **Your lives!** Connecting about your neighborhoods, families, and values is **WAY more effective than "talking about politics."**
- **Issues you care about!** But make it personal, especially if it includes a story about you or someone you love. And don't forget to ask what they care about most, too!
- **Candidates you like!** Prioritize local offices, where most people don't know who's running or even what the job does. Avoid partisanship.
- **How to show up for your community at the ballot box!** Always share basic voting information, deadlines for mail-in, early voting info, all of it. Most people learn how to vote from people they know!

WHAT TO SAY TO OVERCOME BARRIERS?

- **The "I Don't Know Enough" Crowd.** Try: "I felt really intimidated when I first started. I love that Red Wine & Blue has done the research for me."
- **The "I'm So Busy" Crowd.** Try: "I get it! It's hard to find the time. If you're open to it, I'd love to help make it easy for you."
- **The "I Don't Do Politics" Crowd.** Try: "I don't blame you for being frustrated. There's a lot you can do at the local level while staying out of the divisiveness we see out of DC."
- **The "I'm Tuning Out the News" Crowd.** Try: "That's smart! If we all focused less on what the media told us, and more on what our neighbors actually care about, we'd be a happier, more productive country."
- **The "Voting Doesn't Matter" Crowd.** Try: "I know it feels that way, especially when you think about a presidential election. But at the local level – school board, state legislative, and judge – races are decided by a handful of votes."

Ready to Take Back Power?

Download the Red Wine & Blue App from the App Store and create your account.

STEP 1:
Tap on the ***"Rally to Get Out the Vote"*** square on the home screen of the RWB App.

STEP 2:
Check your voter registration.

STEP 3:
Add contacts from your circle of influence and check their voter registration status.

STEP 4:
Tap ***"Needs a conversation"*** and then ***"Talk"*** to learn what action to take for this voter. After you reach out, click ***"I Did It"*** and then go on to the next person on the list.

HOW TO START THE CONVERSATION?

- **Ask how they feel** about an issue at your local school, or in the community. Look for openings: If someone brings up an issue, or something related to an upcoming election, that's a great moment to jump in.
    - I know you care about _____. I do too, which is why I'm worried when I see _____ happening.
    - I just learned about _____, and it's really freaking me out! What do you think about it?
    - Do you have a plan to vote this year? Have you heard about the upcoming local _____ election?
- **Listen** to understand vs react, and acknowledge the other person's feelings.
    - *I get it, I hear you*
    - *I totally get where you are coming from*
- **Express** where common ground exists.
    - *I share some of the same concerns*
    - *I worry about that, too*
- **Share your values** - shift the conversation to your terms (make it personal).
    - *That's why I'm so passionate about fighting these school cuts / preventing book banners from getting on our school board / supporting candidates who I trust will stand up for us.*

Remember, none of these are one-and-done conversations! If the door is open for further communication, it's a win!

PRACTICE WITH A FRIEND!

Conversations are so much easier when you've done a little dress rehearsing!

1. Have one partner role-play a reluctant person from one of the "crowds."
2. Have the other partner listen, find common ground, and persuade them to consider voting in a local election.
3. Then switch!

Friend-to-friend organizing happens year round, because it's about building connections.