

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 federal election. But at the local level — school board, state legislative, and judge — races are decided by a handful of votes.”

HOW TO START THE CONVERSATION?

- **Ask how they feel** about an issue in your community.
 - I know you care about _____. I do too, which is why I'm worried when I see _____.
 - I just learned about _____. What do you think about it?
 - Do you have a plan to vote this year? Have you heard about the upcoming _____ election?
- **Listen** to understand vs react.
 - *I get it, I hear you*
 - *I get where you're coming from.*
- **Express** where common ground exists.
 - *I share some of the same concerns.*
 - *I worry about that, too.*
- **Share your values** - make it personal
 - *That's why I'm so passionate about fighting school cuts / preventing book bans / supporting candidates who share our values.*

JOIN US
ON THE
RWB APP!



CIRCLE OF Influence



You influence more people than you think! Who can you talk to about issues, candidates and voting?
Keep building your list to increase your impact!

Family and close friends to contact

1. _____
2. _____
3. _____
4. _____
5. _____

Who is on your holiday party list/Who would you invite to a milestone celebration?

1. _____
2. _____
3. _____
4. _____
5. _____

People who likely agree with you but don't talk politics or are tuned out

1. _____
2. _____
3. _____
4. _____
5. _____

Other friends (besties, neighbors, your group chat and work buddies)

1. _____
2. _____
3. _____
4. _____
5. _____

Community Groups (mom groups, book clubs, faith institutions, kids' activities, PTA/PTO)

1. _____
2. _____
3. _____
4. _____
5. _____

Who are the people you recently texted/called? Who are the people you engaged with lately on social media?

1. _____
2. _____
3. _____
4. _____
5. _____

Think About Where You Go Often:

- | | |
|---|--|
| ☒ Any recurring appointment | ☒ Hair or nail salon |
| ☒ Grocery store | ☒ Gym |
| ☒ Preschool or school | |

**SCAN HERE TO
USE RALLY TO
GET OUT THE VOTE**

