

GOTV Script - Best Practice

Script Background: Indivisible Beach Cities in California used this script in 2020 as a general GOTV script. The emphasis and focus of the script are solely GOTV, with the standard volunteer ask at the end. This script is based on many years of research and is considered best practice for encouraging voters to turn out.

Editing: Sections that are underlined cannot be edited. All other sections can be edited. If the Survey Questions or Activist Codes in the template you have chosen do not meet the needs of your program but the overall theme or message does, please reach out to a member of the Data Team to assist you in finding an adequate replacement.

Script:

Hello! Can I speak with _____?

Hi _____, my name is _____, and I'm a volunteer with [Indivisible Group Name], a local Indivisible group right here in your community. I hope you and your family are staying healthy!

We're calling voters today to make sure you're registered and ready to vote in the upcoming election this year. Thank you for being a voter in past elections!

This year's election will be one of the most critical elections in our lifetime. Unfortunately, with COVID-19 still a serious concern across the country, it will be even more challenging than before for many people to vote this year. We're committed to helping as many of our neighbors as possible be able to vote safely and securely this year.

We want to make sure everyone knows their voting options this year. All California voters will have the option to vote by mail for the upcoming November 3rd election.

Survey Question: Do you know if you'll be voting by mail, voting early, or voting in person on election day?

[Go through all the options with the voter, briefly discussing how they can participate in each method.]

Voting in this year's election will be crucial to the future and safety of our country. So much is at stake, and every vote truly will count this year. It sounds like you have a great plan to vote this year. With your voting plan in mind...

Survey Question: Can we count on you to vote in this year's local elections on November 3rd?

[If Strong or Lean Dem] That is great to hear! We'll need every vote we can get to make real change happen. (Move on to the next question.)

[If Undecided] I understand. There's a lot going on right now. Are there any questions I can answer for you? (Take the time to answer the voter's questions, then decide whether to move on with the rest of the questions in the script.)

[If Strong or Lean Rep, Refused, or Not Voting] Got it. Thank you for your time today. Have a great day. (Politely end the call.)

Because you're such a reliable voter, would you help ensure others vote by asking three friends or family members to make a plan to vote this year?

Vote Tripler

[If Yes, mark Activist Code box above] Thank you for helping ensure as many voters as possible make a plan to vote this year! Do you have anyone in mind that you'll be asking?

[If Undecided] I understand. Sometimes it helps to think of three people as we talk about it. Does anyone come to mind?

[If No] I understand.

One last question before I go.

Survey Question: Are you interested in joining Indivisible members in your area in actions to make lasting change?

[If Yes] Great! You can go to indivisible.org/groups to find your nearest group right away and reach out to them directly. (Or share your local group's info.)

[If No/Unsure/Maybe] Got it. If you change your mind, go to indivisible.org/groups to find your nearest group and contact them directly about taking action. (Or share your local group's info.)

Thanks for taking the time to chat with me today. Have a great day!
(Politely end the conversation.)