



Friend Mapping

Friend Mapping is simple: People are more easily moved when friends they trust talk to them on a personal level about voting. It works because when you talk to people you know about voting, you are a **trusted messenger** who can deliver a **personalized message**, and hold your friends and family accountable to make sure they register and vote.

Here's how Friend Mapping works:

Brainstorm ten (just 10!) people you could reach out to this election and add them to your contact list at votertovoter.org. Prioritize people who aren't already registered to vote or are not voting regularly; these people will have a 0 or 1 propensity score in our online tool. But don't add people you don't really want to talk to, even if you know they're not voters. If it's a conversation you'll dread, it will be hard to accomplish! Here are some prompts to help you think about who to add.

- **Friends & Family**
Who would you send a holiday card to? Think about your social media network.
- **Extended Network**
Who do you run into semi-regularly? This might be your hairdresser, dog walker, babysitter, golf or yoga buddies.
- **Colleagues**
Former and current or professional networks
- **Groups/Memberships**
Anything that has a directory is great, like churches or schools or neighborhood associations. What clubs and groups do you or your kids belong to? Book club, PTA, soccer league, Rotary.
- **Newly eligible voters or voters who've had life changes**
Students, people who have moved, people who have changed their names, new citizens

What if all my friends already vote?

We tend to hang out with people who share our values. It's a logical conclusion to assume that all your friends make voting a priority just like you. But before giving up and moving on, hear us out. Nearly 80% of registered voters in Kansas SKIP local elections and have never voted for a city council candidate or school board member! Mathematically speaking, it's likely you know some of those folks.

No shame here!

Some of your friends may even tell you they're regular voters, even if they only vote in presidential elections. We see it all the time. But we're not here to shame the nonvoting friends in your life. Finding information about who to vote for can legitimately be hard, and most people don't like doing things that make them feel stupid. It's human nature to push things down on the priority list that are new and involve a learning curve. But that's why you're here. To help make it easier and less intimidating.

In Conclusion:

If this year is anything like the last, we should presume that wacky things are going to happen around the voting process. One thing we do know is that hundreds of thousands of people who voted in 2020 will sit this year out. And not because they don't care, but because new things are intimidating for most people.

We need you, the trusted messenger, to help us educate people on voting by mail and be ready to jump into action when we need to get information out.