



For Team Leaders: A Conversation Guide for Recruiting Ambassadors

Adding volunteer Ambassadors to your Voter to Voter Team is one of the key tasks for a Team Leader looking to make a difference in the next election. But it can be daunting. Whether you're a seasoned recruiter or you've never asked anyone for anything, coming up with the perfect "pitch" can sometimes be tough. Don't worry. We've got you covered!

Check out this handy conversation guide to get your brain going. Remember, no two people are motivated exactly the same way. But, you already have a relationship with your would-be Ambassadors so you know what makes them tick. Use this as a guide, not a script. Add some personal flair and tailor the conversation to who you're speaking with. You've got this!

But First: Who Do You Recruit?

A lot of Team Leaders know a handful of people who'd make great Ambassadors. But once that pool is gone, where do you look to expand your Team's reach and effectiveness? Who do you bug next? Here are some ideas:

- **Your voters!** If you've been involved in Voter to Voter as an Ambassador, go look at the voters you recruited. Anyone who has a propensity score of 3 or 4 would probably make a good Ambassador! Ask them.
- **Your Ambassador's Voters!** If you already have some Ambassadors on your team, they also likely have friends who are 4 of 4 voters. Build out that web!
- **Your friends who talk about politics all. the. time.** You know they're not shy about the topic, so see if they want to get engaged in making a difference!
- **The stealth activist.** If you post something publicly on your own social media asking for volunteers, you might be surprised at who raises their hand. But don't forget to follow up one-on-one with folks.
- **Your coworkers/church/book club.** Are you already involved in an organic grouping of people who might be interested? People are more likely to volunteer when they do it with their friends! Make a competition out of it. Offer pizza to the winner.

Conversation starters

No matter who you recruit, it can sometimes be difficult to get the conversation going, or convince someone who's not sure. Below are some tips and conversation starters for talking to your potential Ambassadors.

- **Not sure they're into it?** Keep it simple and rely on your relationship with them.

"I'm part of this really cool voter turnout project. I need some friends to help me turn out more voters for this election. Will you help me out and join my team?"

- **You think they'd be up for it?** These are the people that might surprise you!

"I'm trying to make a real difference in the election this year, and turning out more voters is really important. I have a team in a great turnout project called Voter to Voter, that doesn't ask you to call strangers or knock on doors. I think you'd be a great Ambassador on my team, and we can make a difference together. Will you help me and join my team?"

- **If they are all into voting advocacy, dive right in!**

"You know how important voting is, especially this year. I'm part of a super-effective voter turnout project called Voter to Voter, that's been doing amazing work getting infrequent voters to vote. They have an online tool, support staff, and a ton of help available to make it easy. And you'd be on my team! Will you help out and join me?"

Tips for keeping the conversation going

Once you've hooked them, use some of these to keep them interested, and get them to join your team!

- **What is Voter to Voter?** Give them this pitch, or something like it. "Voter to Voter is a nonpartisan Kansas program to get out the vote. There's a web site, an easy online tool, and a bunch of resources we can use to help encourage our friends and family to get out and vote. Plus, the staff is really cool (definitely use that)! Every week they send you an email full of action steps, tips, ideas, and support."
- **Voters need to trust the voting process.** There is a lot of talk about voter suppression this year that might make voters wonder who to trust. Voter to Voter is about building on the trust friends and family already have in each other, to amplify the message about getting out to vote. Together, we're building a statewide network of trusted messengers to explain voting by mail, demystify local elections, and encourage participation.

- **Voting is important for everyone.** Who typically doesn't vote? The people who often get left out of making the decisions that directly impact them. These communities that have historically been undermined include youth, people of color, LGBTQ+ individuals, and single women, to name a few. But you can make a difference in their lives.
- **Voter to Voter is effective.** Seriously, this program is shockingly effective. And the stats speak for themselves. Last year when record turnout in the state topped 71%, Voter to Voter turned people out at 91%! Even unlikely voters came out at 75%, beating the state as a whole. This is the number one way Kansans can make a significant difference.
- **Voter to Voter is easy!** The site, online tool, and support takes a lot of the hard work out of the process. Ambassadors get an online dashboard where they can add the people they know, connect them to public voter data, and then encourage them throughout the process of voting.
- **Voter to Voter is private.** Sure, we can tell *if* people have voted, but *not who* they voted for. Voting history is public data anyone can get from the Secretary of State. In fact, all the political parties do it. So, why shouldn't we? But Voter to Voter never contacts any of your voters, like the political campaigns do. Your friends and family are just that, *yours*.

Once you have them hooked

You've talked them into it, now how do you keep those volunteers engaged?

- **Help them get started, and continue to be a resource.** We've found that once people register in the tool and start adding voters, they're usually hooked! That first step is the hardest, so it'll be up to you to get them over the hump. Send them to a Voter to Voter training, or schedule some time on Zoom where you can add those first few voters together!
- **Follow up follow up follow up.** Keep checking in even if you don't hear back right away. Remember, we're all very busy people and this is a volunteer project. You may feel like you're nagging people, but in reality, most of your Ambassadors will be grateful that you reminded them of next steps. And know that, most of us will procrastinate on this project and work on it in the 1-2 weeks before the election, AND THAT'S OKAY! It will still work, so be kind and keep checking in! Use the weekly emails as an excuse to reach back out. "I wanted to make sure you saw this!" is a good door opener, for example.
- **Make space.** This is really a reiteration of point one and two, but one of the most effective ways we've found to support our Ambassadors and Team Leaders is by setting up a time one-on-one where we get the work done together. Just like we asked you to be there when they add their first voter, try following back up the week before the

election and carving out an hour where you both sit on the driveway, have a beer and text message your nonvoting friends.

- **Have fun.** Encourage Ambassadors to bring their friends along. Create some friendly competition. Offer prizes to the people who get the most low propensity voters on their dashboard. It could even be a no-cost, handmade certificate, or a special “Thank you” post on your social media accounts.
- **Share the bigger picture.** Texting your own friends and reminding them to vote is super effective, but can feel small and lonely. When there are opportunities to engage your Ambassadors with the larger community of Voter to Voter enthusiasts, do so! This is harder to do in pandemic, but we will host some fun online events this fall.

For You

We wouldn't dream of leaving you out! Here are some resources to help you become the next voter engagement success story:

- **Memes.** Yes, we have memes! We've made up some (pretty cool, if we say so ourselves) social media friendly graphics you can use to pique your friends' interests. Check them out now in our [Ambassador-only Facebook Group](#). Then pick out your favorites and use them across all your social media accounts! We want you to use this group to share your own tips too!
- **Get in touch with us.** We want you to be successful, so we're always here to help. Reach out to us at contact@votertovoter.org if you have questions or need support, and we'll swoop in like a Voter Engagement Superhero to save the day! (OK, it won't be that dramatic, but we'll definitely get back to you).