



TEAM LEADER MANUAL



WHY WE NEED YOU

Let's face it: voting isn't always easy for everyone. But, if you're here that means you care about getting your community engaged - and it turns out you're the best person to do that!

We know that asking your friends to vote is 10x more likely to get them to the polls than a cold call. And, we know that people with slim (or nonexistent) voting records are ignored by campaigns and, subsequently, policy. *We don't like that.* So, we've paired public data with kick-ass programming to get everyone in Kansas voting.

Our success hinges on our Voter to Voter team leaders, a cohort of passionate doers committed to building long-lasting engagement in their community...in the most effective way possible. Our team leaders come from all backgrounds, but they share a few things in common:

- passionate about talking to their friends and family about voting
- proactive about sharing information with their peers
- persistent in following up with their volunteers

I think it's significant that it's people you already know talking about voting, that sort of personal aspect and making that connection [is] more successful. - Aria Townsend, Team Leader



OUR STRUCTURE

Voter to Voter is multi-level marketing for good. Here's how it works:



Team Leader	recruits ambassadors and supports their outreach with resources and techniques
Ambassadors	your volunteers, who empower their 10+ contacts to vote
Contacts	people that your Ambassadors know and are going to help vote.



WHAT TO EXPECT

Team leaders are responsible for recruiting and supporting volunteer Ambassadors across the state. They are the core of Voter to Voter and its success. By signing up as a Team Leader, you are committing to:



Attending **one** team leader meeting a month from June - November



Spending **two** hours a week time on V2V during election season (max!)



Recruiting **three** (or more) ambassadors to your team



Using the **most innovative and effective** methods to increase engagement in your community

10x

Your friends are ten times more likely to vote if someone they know asks them to.



GETTING STARTED

We're excited to have you join **the widest-reaching, nonpartisan** relational effort in the state of Kansas.

Get started by completing each step below (just click the text!)

1.

[Make your team](#)

2.

[Set your goals](#)

3.

[Check-in with us](#)



RECRUITING YOUR TEAM

It's time to ask people to join your team as Ambassadors! Think about asking people from:

- school/classes
- work/organization
- clubs/associations
- neighborhood
- faith communities
- social networks

Your coworker that likes all your voting facebook posts or family member that never misses an election are great places to start!

Each of your Ambassadors will support **at least ten** contacts and make sure that they vote in the upcoming election. Strong Ambassadors need:



networks in Kansas



~30 min/week to volunteer



to be comfy talking to people they know about voting



SETTING UP YOUR TEAM

Getting Your Ambassadors Set-Up

Once you've recruited people to your team, make sure they're set up for success:



Make sure they register in the Voter to Voter tool and join your team.

You can share your direct team link (found on your Voter to Voter dashboard) to make it easy.



Sign your Ambassadors up for our Voter to Voter Ambassador training

We train Ambassadors on using the Voter to Voter tool and their roles during the election season. If it works with your schedules, we can train your whole team at once!



Check in with each Ambassador one-on-one to make sure they're comfortable and ready to get started.

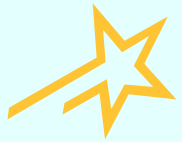
Share the Ambassador Getting Started guide to help them navigate any roadblocks. Make sure they understand their role and have started identifying their 10+ contacts.



SUPPORTING YOUR TEAM

During the Election Season

Each Ambassador has **five main tasks** to complete with each of their contacts during an election season. As a team leader, it's your job to make sure that your ambassadors stay on track. This looks like:



Sharing election information with your ambassadors



Answering ambassador questions



Following up with ambassadors to make sure they're talking to their contacts before important deadlines



Providing encouragement to ambassadors and working through their roadblocks



RESOURCES FOR YOU!

You're not expected to be an election expert or to do all of this alone. We have tons of resources and tools to help:

- **Voter to Voter:** your number one resource support your team - read or watch our tutorials.
- **Team Leader Election Timeline:** take the guesswork out of the election cycle. All the important dates and suggested activities, in one place.
- **Team leader weekly meeting:** Chat with the Voter Network team and other team leaders about the latest election updates, what's working, and where you're stuck. Join our private fb page to continue meeting other volunteers.
- **Toolkit:** All of our graphics, flyers, and guides can be found on our website, whenever you need them.
- **Team Leader/Ambassador emails:** Each week, we email Ambassadors to remind them of their tasks for that week. All you have to do is follow up.
- **The VN Staff:** Our #1 priority is supporting YOU! Grab some time on our calendar whenever you need.



QUESTIONS YOU MIGHT GET ASKED

Who should I put on my contact list?

Helping your ambassadors develop a good contact list is critical to their success. Here are a few ways for your ambassador to brainstorm contacts:

- Work through the Friend Mapping worksheet
- Take a look at the last 20 people you texted
- Scroll through your social media - who has been liking your posts?

How do I start a conversation with my friends about voting?

About 50% of our volunteers use their involvement in Voter to Voter as a way to start the conversation about the election. The other half don't mention it. Both are successful openers - do what makes you feel comfortable. Check out some conversation starter scripts here.

I feel a little weird about seeing people's voting history. How can I handle that?

Your contacts are not notified when they are added to your list, and Voter to Voter staff will never contact them. So, it is up to you if you want to let them know that you can see their voting history or not.



QUESTIONS YOU MIGHT GET ASKED

Why do we need to see voting history anyway?

Whether or not you tell your contacts, voting records are public data and an important part of our program. Campaigns and candidates use our voting histories everyday to help target who they talk to and to influence policy. We believe everyone should have access to this data to increase engagement in their communities.

Research shows that we're really good at guessing how our friends will vote, but we're not so good at guessing who is voting. By using public voter data, we can hone in on our friends and family that really need our support.

You're ready to go!

If you still have questions or find yourself stuck, you can always reach out to us at contact@thevoternetwork.org.

Thanks for powering this effort.