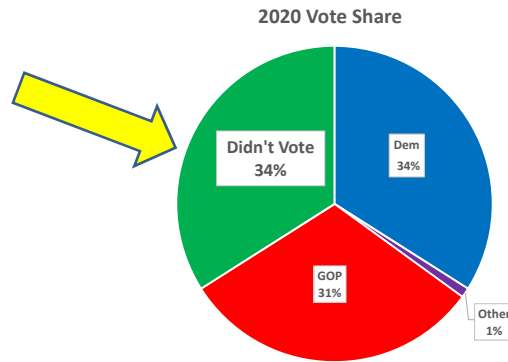


You and the 34%

How to Have Meaningful Conversations with High-Potential Voters



Network NOVA
July 18, 2022
Elizabeth Chur & Jacqueline Tulsy, MD
Contact: peregrina2003@gmail.com

What could we do
if we won
**progressive
supermajorities**
across the country?

Biden's 2020 Margin of Victory

3 Closest Electoral College States



Arizona 10,457



Georgia 11,779

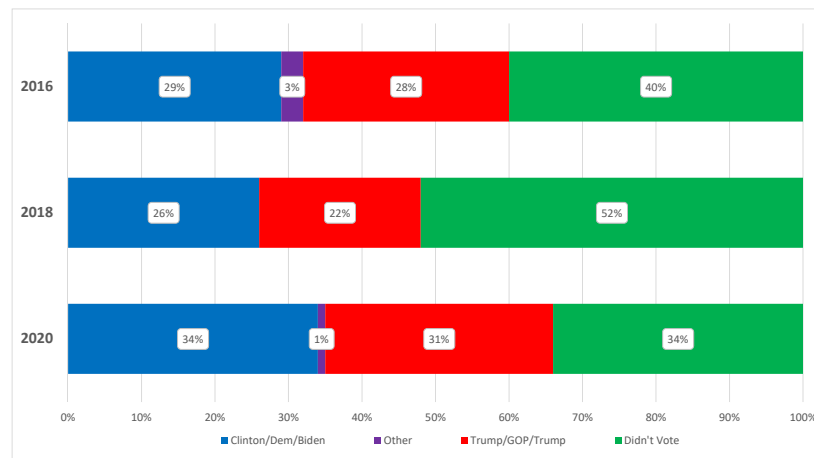


Wisconsin 20,682

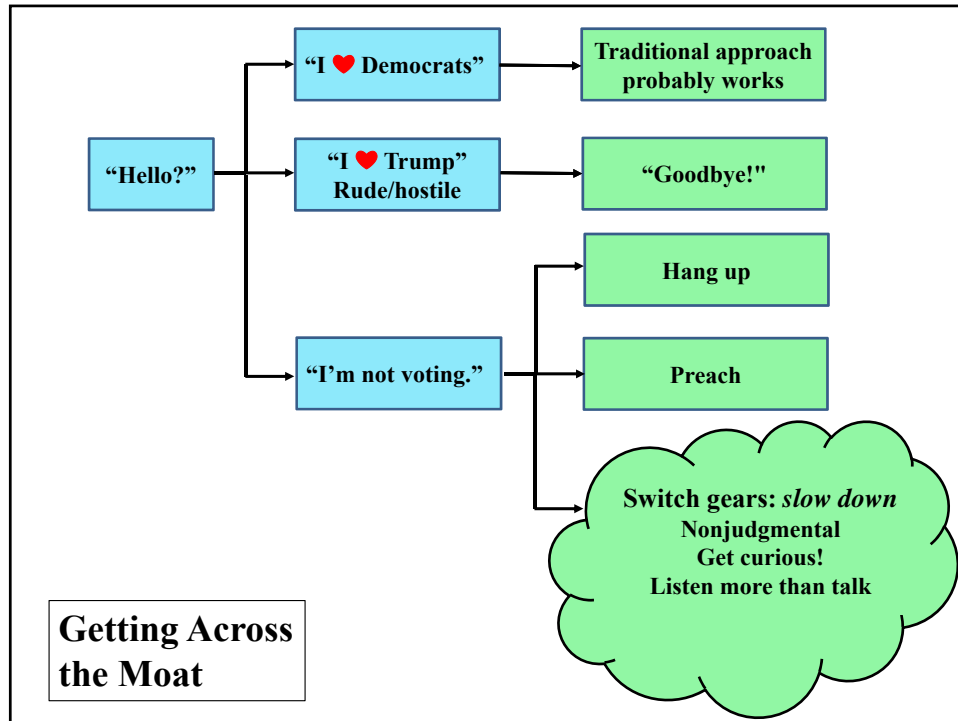
Total 42,918

With thanks to Natalie Burdick
Swing Left SF presentation: 5/18/21
<https://cookpolitical.com/2020-national-popular-vote-tracker>

Vote Share: 2016-2020 (when including eligible voters who didn't vote)



With thanks to Donnie Fowler
Analysis by Mike Podhorzer, AFL-CIO
Swing Left SF/Democracy Action presentation: 3/2/21



Ofelia's Story

**“Spirit”
of Motivational Interviewing
PACE**

Partnership: We help voters hear themselves

Autonomy: Voter gets to decide

Compassion: Life is hard. Change is hard!

Evocation: Draw out their desires and hopes

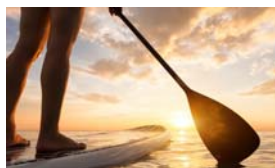
Joe's Story



Open-Ended Question

A
R

- Can't be answered with yes/no
- Curious and nonjudgmental
- (Wait for it... count to 10!)
- "Tell me more about not voting in November?"
- "What's not so good about using crack?"

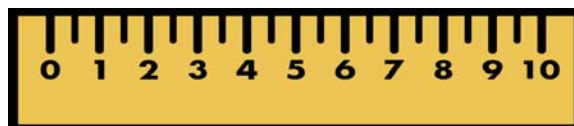


Open-Ended Question

A
R

Ruler

- "On a scale of 0-10, how likely are you to vote, with 0 meaning very unlikely, and 10 very likely?"
- "Why isn't that number lower?"
- "What might boost your number by 1-2 points?"





Open-Ended Question Affirmation R

- Reminds Voter they're capable of change
- How? Acknowledge strength or effort
- "It can be so hard to take care of a family member."
- "You are really connected to the community."
- "You have a track record of voting."



Open-Ended Question Affirmation Reflection

- Repeat or interpret what voter said
- Helps voter hear themselves
- Shows that you're really listening
- *Joe:* "Then the rocket crashes."
- *Jackie:* "The rocket crashes."
- *Ofelia:* "I figured Trump was going to win, so what was the point?"
- *Elizabeth:* "The election was really close, and it showed that we needed every voter."

Getting Across the Moat: The First Minute



Demo #1: Getting Across the Moat

How does Volunteer build rapport?

Listen for Open-ended questions,
Reflections and Strategic Pauses

Put examples in Chat:

- **Open:** If you could change anything about the country, what would it be?
- **Reflect:** You wonder if one vote makes a difference.

Practice Scenario #1: Instructions

Volunteer: *listen more than talk*

- Find out why person isn't voting
- Use Open-ended question and Reflection

Voter: *busy, but willing to talk*

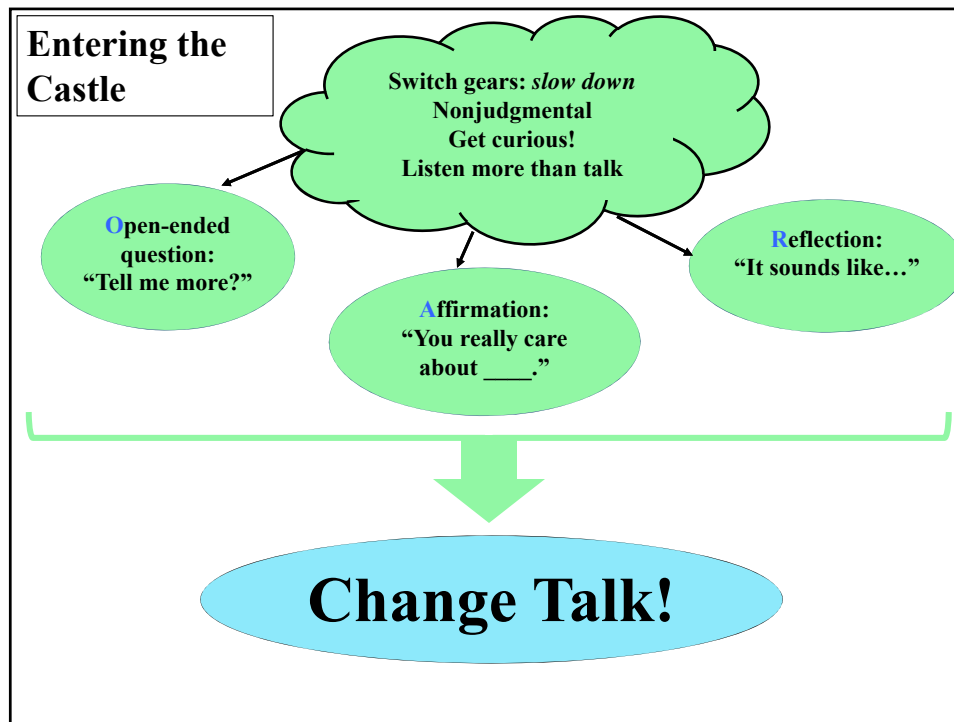
- If Volunteer earns your respect, share why you're not voting and what you care about

Observer: *listen carefully*

- Note any Open-ended questions, Reflections and Strategic Pauses

Entering the Castle: Eliciting Change Talk





Change vs. Sustain Talk

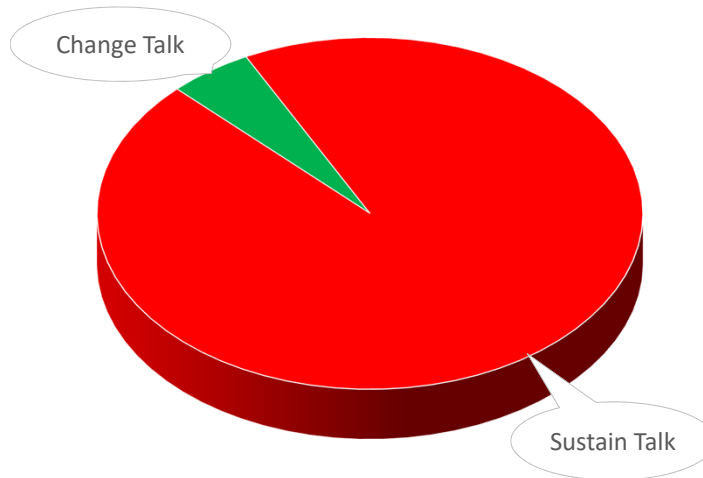
CHANGE TALK: Any self-expressed language that is an argument for **change**

- “The rocket falls to earth. You’re broke – no money for the rest of the month.”
- “I don’t really like Trump.”

SUSTAIN TALK: Comments that argue for **no change**

- “You feel like you can do anything on crack.”
- “I don’t have time to think about politics. I just try to tune them out.”

Treasure Hunting



**“Name the hidden hope,
the buried yearning.”**

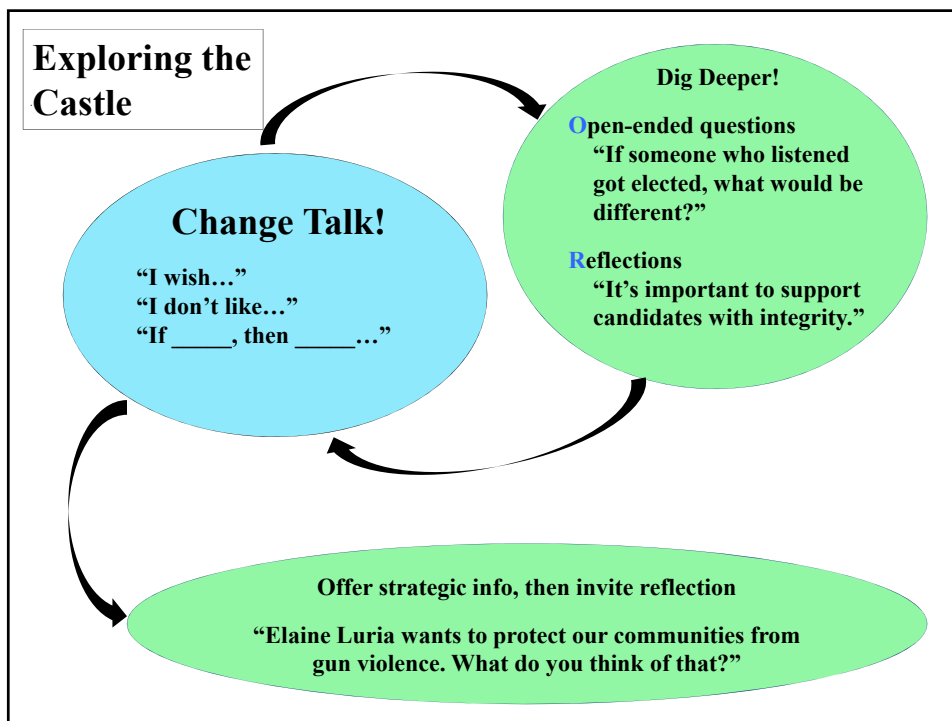
- Charlie Varon



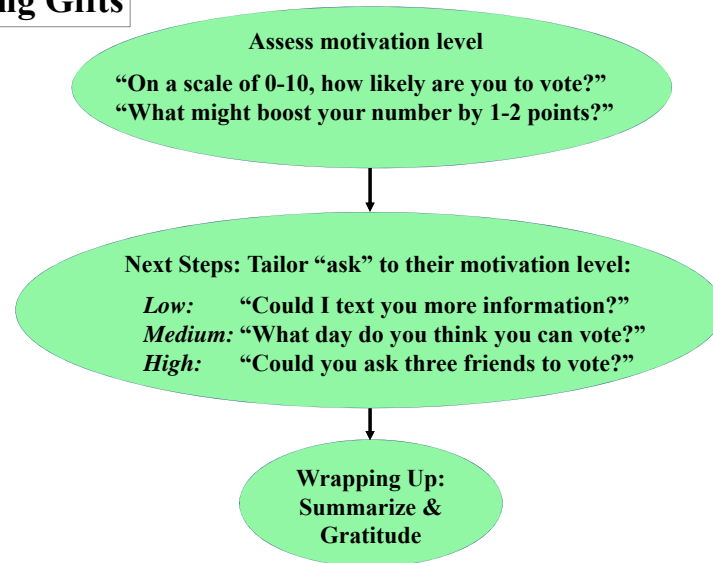
Lemons into Lemonade



Negative Statement	Reframe and Elicit More Info
"Politicians make lots of promises, but nothing ever changes."	" <u>It sounds like</u> you have some ideas about how our country could improve."
"I haven't voted in decades."	" <u>You have a track record of</u> voting. What inspired you to vote the last time you did?"
"I'm not interested in voting."	" <u>Is there anything that might motivate you to vote?</u> "



Exchanging Parting Gifts



Demo #2: Entering the Castle

Listen for Change Talk and Sustain Talk and put examples in Chat:

- **Change:** I wish we had honest leaders.
- **Sustain:** I voted before, but nothing changed.

How does Volunteer draw out more Change Talk?

Practice Scenario #2: Instructions

Volunteer: *learn more about Voter*

- Find out what's important to Voter
- Elicit Change Talk (dig for details!)
- If there's time, make appropriate "ask"

Voter: *busy, but willing to talk*

- If Volunteer really listens to you, share something you care about

Observer: *listen carefully*

- Note examples of Sustain or Change Talk



Build Your Skills!

Sign Up Now!

VirginiaGrassroots.org

Thank you!

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Finale Norton ♦ Robbin Warner
Myra Levy ♦ Sally Faison
Dara Friedman-Wheeler ♦ Charlie Varon*

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Juan's Story