

II

PERSUADE & ACTIVATE

GROW YOUR VOTE TOOLKIT

Casting your own vote is important, but speaking out in support of principled candidates and issues is how to make an impact in politics. It's how to build movements to push peacefully for lasting change. When presented with new information from a trusted friend, people can change their opinions. So speak up! We can influence national and local politics when we talk to each other.

Why do so many people opt out of politics?

Apathy *They don't see how politics affects them.*

Confusion *Misinformation and propaganda paired with already complex issues make it hard to feel confident about a position.*

Disdain *If only viewed through the lens of cable news or social media, politics may feel gross and conflict oriented.*

Exhaustion *It can be emotionally and physically exhausting to follow politics. Often, people become tired and disengage.*

How can we help people opt in?

- ▶ Remind others that politics is a tool to help solve community problems. Our health, quality of life, and more are all impacted by policies that are driven by our votes.
- ▶ Break down complex issues using easily accessible, fact-based, unbiased resources.
- ▶ Share personal stories, whether from lived experiences or education, to show how policies impact all of us.
- ▶ Listen to others' concerns and passions and help them realize how these are impacted by policies.
- ▶ Recognize you don't have to follow every news story or issue. Choose those that are most important to you and your community. Take care of yourself by limiting your news consumption and advocacy so that the work you do engage in is more effective. And remember, you're not in this alone!

Some ideas to help those in your network and community choose to opt in:

SELF

What are some of the issues you care about? It's helpful to think **both** locally and nationally.

Issues I Care About



Do you know how local and federal policy impacts each of these areas?

I have reviewed the [Principled Voter Guide](#)

Are you a principled voter? Consider the following steps to evaluate your own voting process:

1. Try to understand an issue in all of its complexities. Why might good, well-informed people feel differently than you? What evidence could change your mind about an issue?
2. Ask why this issue really matters and to whom.
3. Make sure you are not voting for just your own interests. Will your vote harm others or leave them behind?
4. Decide which issues are most critical to address. Are the issues you care about slowly improving or in need of crisis management?
5. Break away from all-or-nothing partisan thinking. On each issue, what is each side doing well, and where could each side improve or be flexible?

PERSONAL CONNECTIONS

Growing your vote starts within your social circle — people who know and trust you. Identify three people who would benefit from an open and honest conversation with you about the upcoming election.

Having a hard time thinking of three people to talk to? Keep reading for a few ideas to jump start your brainstorming session.

Friends to Talk to Before the Election

Name	Text or Message Sent
<input type="text"/>	<input type="text"/>
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Idea #1 Talk to that friend who posts on social media, “Hey, has anyone seen information about [political issue]? Any thoughts? I can’t figure out how I feel about it.”

Idea #2 Talk to that family member who thanks you when you speak out but often follows it with, “I could never be so bold. I hate politics.”

Idea #3 Talk to that old college roommate who “never engages in politics” but has recently been posting about racial justice.

Call or message the friends identified on the previous page. Ask questions about the issues they care about, and listen carefully as you help them see how they can become a principled voter based on their values and interests.

Tips to keep in mind when having these conversations, from the Foundation for Religious Diplomacy’s [The Way of Openness](#):

Presume goodwill: Believe others are clear thinking and good hearted unless proven otherwise.

Speak only for yourself: While it is tempting to speak for your “team” as if they all share one voice, speak only for yourself and encourage others to do likewise.

Give credit where credit is due: By admiring the good on “the other side,” you demonstrate your fairness and your confidence that your side can handle the truth.

American culture teaches us to avoid bringing up politics, so it might feel intimidating to start. Remember not every conversation has to be in perfect agreement in order for an impact to be made. The more you do it, the more adept you will become.

SOCIAL MEDIA

When using social media to persuade others, you will be most effective when your posts are driven by a genuine interest in exchanging ideas and perspectives. Thinking about the intended audience for your posts will help you be more persuasive.

Beginning the conversation on social media:

- ▶ Personal stories are a great way to authentically talk to your followers.
- ▶ Make your message personal, concise, and relatable. If posting about a candidate, experts recommend focusing on your candidate’s strengths rather than comparisons or attacks.
- ▶ Pose a question — ask your friends if they have any questions about the candidates, and provide them with meaningful answers.
- ▶ Post a 60-second testimonial video about how you have worked to become a principled voter. Share the steps you’ve used to evaluate your vote, and tag us @mormonweg.

How to address misinformation on social media:

1. Check out our tips in [MWEG's library](#).
2. Follow our campaign against misinformation on [Facebook](#) and [Instagram](#).

COMMUNITY

Host a [Voter Preparation Party](#) in your area to increase the political power of your community. You can also partner with community and neighborhood organizations using the Voter Preparation Party materials.

While MWEG is strictly nonpartisan and doesn't endorse candidates, we want to help every woman cast an informed vote in a way that best aligns with her principles. Once you select a candidate, use these tips and strategies to engage in a meaningful way.

TIPS FOR GROWING YOUR CANDIDATE'S POLITICAL POWER



SPEAK UP

Tell your networks about your candidate of choice. Try putting a sign in your yard, sharing on social media, or having in-person conversations.



DONATE

Because national candidates tend to have many donors with lots of money, donating to local candidates or causes will give you the most bang for your buck.



VOLUNTEER

Find your candidate's website, and sign up to help. Try phone or text banking to help areas outside your own.