Vote Tripling

An innovative GOTV tactic that significantly boosts turnout by sparking voters to get three friends to vote

Turnout Effect	Field Plan Integration	Budget Impact
+1 pp*	100%	$0

THE PROBLEM

With COVID-19 and razor-thin margins, campaigns need an innovative way to expand their universe and mobilize hard-to-reach voters.

THE SOLUTION

Vote tripling is a relational tactic backed by behavioral science that activates disengaged voters who never volunteer to get their friends to vote.

How it works: simple two-step process

> Will you remind 3 friends to vote?

Ask (via 📱 ☎ 🤳)

> Election Day is tomorrow. Right now, will you remind Mia, Toni, and Nicky to vote?

> Thanks! Just did ☺ They're all going to vote.

Remind

Add vote tripling to all of your scripts to boost the turnout effect of each by 2-10x

Trusted by 50+ partners including

DSCC · WIS DEMS · MI DEMS · ME DEMS MAINE DEMOCRATIC PARTY · COLORADO DEMOCRATS · Arizona DLCC · ROCK THE VOTE

Tina Smith FOR MINNESOTA · DR. BARBARA BOLLIER FOR U.S. SENATE · SENATE 2020 McGRATH KY · SwingLeft · VOTE.ORG · MoveOn · Planned Parenthood
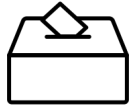
*According to a 2018 RCT run by VoteTripling.org. More details available upon request. Email contact@votetripling.org.

VOTE TRIPLING

FREQUENTLY ASKED QUESTIONS

IMPACT

How do you know this works? Rigorous experiments have shown significant impact from vote tripling. In an experiment in Texas in 2018, vote tripling via SMS boosted the voter turnout of triplers' housemates by 1pp, and likely boosts the turnout of their friends still more. In an experiment in Ohio this year, each recruited vote tripler boosted their friends' turnout by ~5-10pp.

How will it work during a presidential election? Our principal experiments was run during the highly salient 2018 Texas Senate election, providing strong evidence of vote tripling's effectiveness even in hotly contested elections.

FIELD PLAN

Would I run this and a commit-to-vote program? No. Vote tripling and CTV would be redundant. Vote tripling alone has a greater turnout boost on both the pledger and their friends.

How do I know I'm not turning out Republicans? Triplers pick friends who are like them. In two rigorous studies, triplers who are reliable Democrats turn out 80% Democratic friends.

Won't this be hard for our volunteers? Volunteers love this. It's a 15-second ask that makes them feel like they're having a bigger impact with every positive conversation.

Our district is heavily gerrymandered. How do we help our triplers pick voters in our district? We can advise on scripts to encourage voters to pick others who live in their household or neighborhood.

TECH & DATA

Do we have to get new tech? No new tech. Vote tripling is a field tactic, not an app, and can integrate with everything from VAN to ThruTalk.

What happens to our data? We never get or keep your data. Your lists are your lists.

Will I be able to match the 3 friends to my voter file? If you asked for the friends' last names you could, but most campaigns choose not to do so. The more identifying info you ask for, the fewer people will take the pledge. Plus, our careful research shows that you are motivating valuable marginal voters, even if you can't track exactly who they are.

I think I'll have trouble managing my data file with this relational program? Don't worry, our experienced field team will clean the data for you and help with any management questions!

TIME

When is the best time to start? Now. The success of Vote tripling is directly proportional to how soon you start collecting pledges. Anytime you ID a supporter, ask them to triple their vote!

Will this put an additional burden on my staff? Our goal is to help you integrate this seamlessly without making your job harder. Check out the support and services we offer (below) to do so.

FREE SUPPORT AND SERVICES FOR PARTNERS

FIELD
- Training for Field Directors in targeting, VAN/MiniVAN
- Trainings for volunteers and staff
- Support setting goals for field plan + sample scripts

TECH
- Integration with your tech (Hustle, ThruText, Reach, VAN, etc)
- Support optimizing your tech for vote tripling

OTHER
- Unlimited advising on best and worst practices
- Design of custom vote tripling materials
- Well-tested scripts/messaging guidance
- Talking points for candidates and stakeholders
- Data cleanup as needed
- Advising/support on testing where agreed upon

VOTE TRIPLING