

Persuasion conversations

Activity: What is persuasion and why is it important?

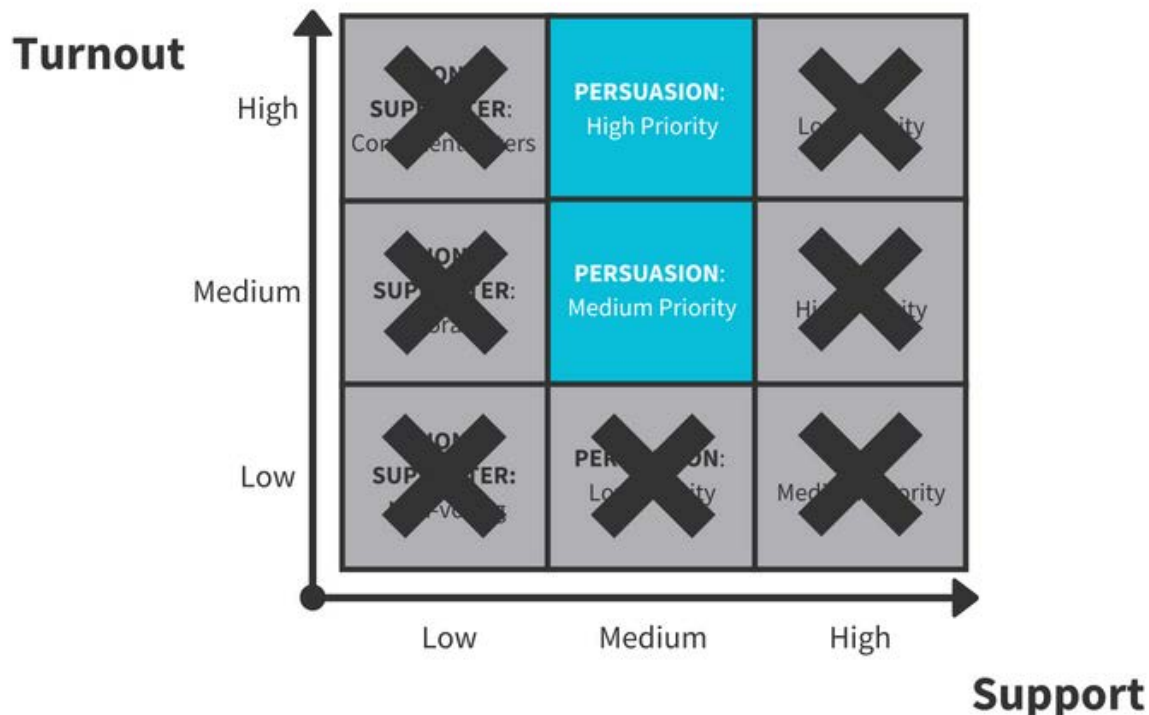
Using your own words, write down the difference between 'persuasion' and 'turnout':

Why learn persuasion tactics:

- It's necessary (it's a numbers game)
- It's challenging—and you are the one who is willing to get out there and talk to them
- Thoughts on persuasion are still evolving!
- _____

NOTES:

Understanding the audience for persuasion:



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A framework for persuasion

Step 1: Acknowledge and relate:

- How does your personal story connect to the issues you care about?
- What issue(s) have a direct impact on the people in your community?
- Practice validating the voters concerns with the issues facing your community

NOTES:

Step 2: Connect values:

- What are the underlying values in what the voter is saying about X issue?
- What connections can you draw between the value they care about and their life?
- What connection can you draw between the value they care about and the candidate?

NOTES:

Step 3: Pivot to persuasive language:

- What are some of the key facts and figures on the issues you and your persuasion audience care about?
- Why do you support Candidate X based on the shared values and issues you've discussed?

NOTES:

Step 4: Contrast:

- What will happen if you and the voter don't act, don't vote, do nothing, or the other side wins? How will that hurt the value you share?

NOTES:

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Activity: Stick figure guided role play

Draw and write your notes here:

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