

Relational Organizing: How to Empower Your Circles to Vote!

What is it?	Relational Organizing means empowering your friends and family to vote by becoming their trusted voting support source. It is one of the most effective ways to increase voter turnout!
Why is it important?	"...Relational organizing is an extremely effective campaign strategy. Studies show a voter asked by someone they know is more likely to vote..." - National Democratic Training Committee
Who should it reach?	- Anyone in your circles! Friends, family, neighbors... - This <i>isn't</i> about convincing those who have very different beliefs or debating MAGA Republicans. It <i>is</i> about educating and motivating <i>infrequent or undecided</i> voters AND supporting <i>frequent</i> Democratic voters to reach out to <i>their</i> circles. - Relational organizing is <i>especially</i> effective for people who are busy, "not political," or <i>want</i> to be an educated voter, but feel overwhelmed with finding information.

BECOME YOUR CIRCLES' TRUSTED VOTING ADVOCATE IN 3 STEPS!

1

2

3

Make a Voting Plan: - Absentee - Early - Voting Day	Prepare to Vote for Democrats up and down the ballot and YES on Issue 1! Use the Democratic Sample ballot to fill out your absentee ballot OR refer to while in the voting booth. (NOTE: You <i>can</i> have your phone with you in the booth, you just can't take pictures of your ballot or make a phone call!)	Spread the word! Help your friends and family to make a plan to vote blue like you!
Voting Resources: → https://boe.cuyahogacounty.gov/ → OTHER counties: VoteOhio.gov	Sample Ballot Resources: → www.cuydem.com → OTHER counties: https://ohiodems.org/vote/	



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HOW CAN YOU USE IT? FIND A WAY THAT WORKS FOR YOU!

Talk to your friends and family as you normally would! Reach out with calls, texts, emails, messages, conversations...		
Make a list or “notes” in your phone of people to contact. Check them off each time you contact them.	Meet people where they are. If you make someone feel bad for what they believe or what they do/don’t know, they will shut down, instead of coming to you for help. Instead of “I can’t believe you didn’t know...” try, “That’s a common question I’ve heard..”, or “I didn’t know that either, but found the answer in a good source I can share.”	Use positive language or the three-V sandwich (Value/Villain/Vision): We all want (shared Value), but some politicians are doing x... (Villain), so we need to ...(Vision).
Absentee Ballot Support	Broaden Your Circles	Sample Ballot Support
Encourage your family and friends to apply for absentee ballots, then offer to fill them out together, or help them over the phone.	You never know when you’ll meet new people who need help! Someone in the park who compliments your Harris shirt? Make sure they know the power of reaching out to <i>their</i> friends and family and offer any resources they need to vote all the way down the ballot!	Show your family and friends how to find their sample ballot to take to the polls! Host a “Voting Party” and provide a safe space to ask questions without judgment.

— OR —

Use a Relational Organizing tool like [Swipe Blue](#)

This and other similar apps use your contacts and give you sample texts to send!



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How can Democratic and Voting Rights Clubs and Groups help?

Make Relational Organizing a part of everything you do!

Every mailer, text, email, meeting slide, handout, social media post should have a relational organizing reminder and resources! Ex. “Take a picture of this resource and text it to 5 friends”! “Scan this QR code and send it to 5 friends”!

MESSAGING IDEAS — MEET PEOPLE WHERE THEY ARE

3rd Party Curious (“I don’t like either party”) Messaging	• Voting isn’t marriage; it’s public transportation. You’re not waiting for “the one” who is perfect; you are getting on the bus. If there is no bus to your destination, you get on the one that takes you closest - not one that takes you further away or over a cliff. • CCDP Resources: Postcard Dem Vs Repub, Voting Plan Flyer, Dems Vs Repubs on Issues
Non-Voter, “Not Political” Messaging	• A non-vote is essentially a vote for Team Trump since MAGA Republicans will support him, no matter what. In Trump’s words, “I could stand in the middle of Fifth Avenue and shoot somebody, and I wouldn’t lose any voters, OK?...” • I hear you. Many of us are sick of hearing about the election and want to shut it all out. However, right now, Republicans are in control in Ohio and the Republican plans for a second Trump term would effectively eliminate our ability to make changes we want later. THIS year, we can choose to fundamentally change/fix Ohio’s political system, codify the rights we won last year with a new Ohio Supreme Court, and begin changing the US Supreme Court by electing Kamala Harris and Sherrod Brown.
Republicans Considering a Harris Vote Messaging	• We’re not suggesting trying to debate MAGA Republicans. However, you may have some Republicans in your circles who are open to Harris. If so, here are some resources: ◦ Message: I hear you. We all want a party we can believe in. It’s got to be frustrating seeing your party turn into something you no longer believe in. Voting for Democrats this time doesn’t mean you’re a Democrat; you’re voting for country over party to get your party back! ◦ Republican Voters Against Trump: https://rvat.org ◦ Republicans for Harris: Twitter, Email Sign Up, Harris Campaign Group
Strong Democrats	• “THANK YOU! It sounds like you are ready to vote blue down the whole ballot (and Vote YES on Issue 1!) One of the most powerful ways to help is getting



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Who Want to Help Messaging

your friends and family ready to vote a whole blue ballot like you!” (Then give them the resources they need to do this!)

- Find and support your local Democratic Party or Club!
 - [Cuyahoga County City Democratic Clubs List](#)
 - Other Counties’ Democratic Parties: <https://ohiodems.org/join-your-county-party/>

SAMPLE EMAIL

Hi Friends,

November 5th, Election Day, will be here soon - time for me to nudge everyone! Life is busy and researching ballots is tough, so here are some sources to help: www.VoteOhio.gov - How to make a voting plan (early, absentee, or election day). www.cuydem.com - Cuyahoga County’s Democratic sample ballot! Please join me in voting for Democrats up and down the ballot and YES on Issue 1! You can take this sample ballot or your phone with you in the voting booth (and text it to friends and family)!

Thank you for voting and urging your circles to vote! Talking to people you know is the most effective way to increase turnout! Reach out if you need anything - no judgment!

~Beth

P.S. If you know friends in other counties, they can find their sample ballot here: <https://ohiodems.org/vote/>

RESOURCES YOU CAN USE TO HELP SUPPORT YOUR MESSAGE

Some people appreciate knowing WHY we are endorsing Democrats OR like to have the information, and time to decide themselves. For those friends, you may wish to add this to your message. “To see WHY I am voting for Democrats up and down the ballot...”

- CCDP Resources:
 - [Postcard Dem Vs Repub](#)
 - [Voting Plan Flyer](#)
 - [Dems Vs Repubs on Issues](#)



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- Side-By-Side Candidate and Issue Comparison Charts:
 - [North Royalton Area](#),
 - [Ohio](#)
- Kamala Harris Resources
 - [Research-Based Messaging](#)
 - [Harris accomplishments](#)
 - [Biden/Harris accomplishments](#)
- Project 2025 Summary:
 - bit.ly/Project25Explained