

## PROTECT OUR CARE COMMIT CARD Guidance

Our goal is to grow the membership base of both the Protect Our Care - Illinois coalition and your individual organizations. We want to identify new constituents that care about access to quality and affordable health insurance.

COMMIT CARD instructions:

1. Constituents should complete the commit card in their own handwriting and always include phone and email.
2. Ask if constituent has time and would like to write a personal message on the back of the commit card to their MoC - the personal message can be about their own health care story, why the ACA matters to them, etc. .
3. Input all data from the commit card into **the Google docs form (insert link here)**  
**[ENTER DATA HERE: Protect Our Care Commit Card Data Input](#)**
4. Input all data from the commit card into your individual organization's email list for future outreach.
5. In coordination with Scott Cross, count the number of Commit Cards and develop your plan to deliver cards to MoC. Think about potential public action/social media/earned media in conjunction with the delivery of the cards.

### HOW DOES THIS HELP OUR MOVEMENT?

MoC receives Commit Cards, which increases the pressure for the MoC to vote the right way.

Newly identified constituents, through email blasts from both Protect Our Care and your individual group, will receive education, alerts, invites to share their ACA story, and opportunities to attend upcoming local actions.

Increased by 30% chance this constituent will call his/her MoC the same day or following day by personally giving them flyer and personally asking them to Make The Calls with 866-877-3303 hotline.

When AHCA Senate vote push happens in early June, we have increased the number of people calling their MoC. We have increased the number of constituent engagements and increased visibility of your local group. And we have increased the number of constituents being driven to Protect Our Care and other social media channels expanding opportunities to reach more people for upcoming events.

Please let Scott Cross know if you have any questions via email [scottrocks27@icloud.com](mailto:scottrocks27@icloud.com) or call 217-722-4882. Let's grow our movement Illinois!

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Sample Canvassing Script:

Hi my name is \_\_\_\_\_, I am a volunteer with Protect Our Care Illinois and/or member of \_\_\_\_\_ (local org name).

Are you a supporter of the Affordable Care Act? \_\_\_\_\_

*RESPONSE NO or UNSURE: Politely ask what their concerns are with the Affordable Care Act and have a friendly conversation listening to their concerns. Tell them your personal story if they have a moment, connect with them and educate the constituent using talking points from Protect Our Care. Explain how the AHCA would hurt Illinois families and be catastrophic to our states budget. If the constituent doesn't seem interested, simply say thank you for your time and have a nice day!*

RESPONSE YES: That's great! (showing excitement) As you know, some in Congress are working to pass the American Health Care Act (TrumpCare) which would be devastating to our state budget due to cuts in essential services for the elderly, sick and working families.

Ask them to fill out commit card. Let them know we plan deliver them to their member of congress. Explain how important it is that our members of Congress here from them. Thank them and have them fill out the commit card themselves on a clipboard.

**GUIDANCE & THINGS TO REMEMBER:**

1- Ask them to PRINT clearly and verify you can read their handwriting to confirm their phone number and email to ensure it's correct.

2- Explain if they would like to write a personal message on the back of the card it adds a personal touch.

3- (While constituent is filing out the card - have conversation.) Ask if they have called their member of congress to urge their MoC urging them to save the ACA? If constituent hasn't please give them a flyer/card with our Hotline 866-877-3303 number and ask constituent if they would COMMIT to call their MoC within next 24 hours or dial them on the spot today?

4-Ask if they or a family member has a personal ACA story they would be willing to share. If so write, PS on the card for Personal Story follow up.

5-Thank them for signing the card and invite them to your next ACA action event (Best Practice - have a flyer made up with our 866-877-3303 number on it as well as your local upcoming events to hand constituent to take home.)

Thank them! Congrats - You just made a difference and identified a new constituent!