



WHY NPA VOTERS ARE IMPORTANT IN THE 2022 ELECTION

THIS IS NO ORDINARY MID-TERM ELECTION

NO ORDINARY MID-TERM

IT'S A YEAR THAT ENDS IN A "2"

IT'S A YEAR WHEN DEMOCRACY AND FREEDOM
ARE IN DANGER

IT'S A YEAR WHEN REPUBLICAN'S EXTREME
AGENDA IS ON THE BALLOT

IT'S A YEAR WHEN WE MUST TURN OUT IN LARGE
NUMBERS (NO CLOSE RACES) TO DEFEAT
MINORITY RULE

VOTER TURN- OUT EMOTION STRATEGIES

ANGER

HOPE

ANGER

Significantly motivates citizens to vote,
according to a [University of Michigan study](#).

“Anger in politics can play a particularly vital role, motivating some people to participate in ways they might ordinarily not.”

HOPE

PROGRESSIVE VALUES CAN HELP WITH:

- UNPRECEDENTED HOUSING CRISIS
- RISING RENTS
- SKYROCKETING PROPERTY INS. RATES
- MASSIVE INCREASES IN HOME PRICES FOR 1ST TIME BUYERS

PROGRESSIVE VALUES HAVE ACCOMPLISHED A LOT IN FLORIDA:

- INCREASED MINIMUM WAGE
- INCREASED FUNDING FOR ENVIRONMENTAL PROTECTION
- LEGALIZED MEDICAL MARIJUANA
- RESTORED THE RIGHT TO VOTE FOR RETURNING CITIZENS

ONLINE COMMUNICATIONS

FIND PLACES WHERE PEOPLE ARE ORGANIZING THEMSELVES THROUGH SHARED VALUES & INTERESTS - WHY?

TO MEET VOTERS WHERE THEY ARE AND INCREASE OUR REACH

SHARE INFO ALREADY CREATED TO REACH NPA VOTERS

CHALLENGES

FACE-TO-FACE CONVERSATIONS WITH
INDEPENDENT VOTERS AND MODERATE
REPUBLICANS ARE KEY TO WINNING

PERSUADE PEOPLE WHO DISAGREE WITH US

WE'LL NEED A DIFFERENT LANGUAGE ROOTED IN
VALUES VS. POLICIES

TURNING OUT CORE SUPPORTERS WILL NOT BE
ENOUGH THIS YEAR

LISTENING TO VOTERS IS KEY!

W.

A.

I.

T.

LISTENING
ONLY GOES
SO FAR

*AT SOME POINT WE NEED TO
GET VOTERS TO AGREE WITH
US SO THEY WILL VOTE FOR
OUR CANDIDATES*

*FIND COMMON GROUND /
VALUES*

WE MUST
TAKE
CHARGE OF
THE
NARRATIVE

CAN'T LET REPUBLICANS
RULE OR CHANGE THE
DISCUSSION

CAN'T LET (R) DISTRACT
FROM THE ISSUES

EXAMPLE CONVERSATION

VOTER: THE LEAK OF THE
DRAFT SUPREME COURT
DECISION ON ROE WAS
WRONG

VOLUNTEER: AGREE. I HEAR FBI IS
INVESTIGATING. WHAT I FIND DISTURBING IS
THAT THE LEAK SAYS WOMEN WON'T BE ABLE TO
MAKE PERSONAL HEALTH CARE **DECISIONS**.
DOESN'T IT SEEM LIKE OUR FREEDOMS ARE BEING
STRIPPED AWAY."

OR

VOLUNTEER: IF THAT DECISION MOVES FORWARD, IT LOOKS LIKE **POLITICIANS** IN FLORIDA WILL PUT THEMSELVES BETWEEN WOMEN AND THEIR DOCTORS AND FAITH LEADERS. SHOULDN'T A PERSON'S HEALTH DRIVE MEDICAL DECISIONS INSTEAD OF POLITICAL AGENDAS?

NPA VOTERS CAN MAKE THE DIFFERENCE

"THE CHOICE TO PRIORITIZE TURNOUT IN DEMOCRATIC STRONGHOLDS OVER PERSUASION OF MODERATE VOTERS HAS COST THE [DEMOCRATIC] PARTY ELECTION AFTER ELECTION."

"DEMOCRATS HAVE TO CHANGE THE WAY THEY THINK ABOUT THEM [MODERATES AND INDEPENDENTS]"

"WE CAN FIND COMMON GROUND IF WE FOCUS ON VALUES, NOT PARTY OR EVEN POLICY."

SOURCE: MAY 8, 2022, NYT OPINION, CHLOE MAXIM (STATE SENATOR, MAINE) AND CANYON WOODWARD (2018 AND 2022 CAMPAIGN MANAGER)

IT'S ON US

IT DOESN'T MATTER IF A
PERSON DISAGREES WITH
DEMOCRATS ON SOME
ISSUES. FIND COMMON
GROUND – IDENTIFY &
ADDRESS THE CONCERNS
/ INTERESTS / VALUES OF
EACH VOTER