

# 4 STEPS FOR ENCOURAGING A RELUCTANT VOTER

When an eligible voter doesn't wish to register, they may feel disconnected from their community or marginalized into thinking they cannot affect change. It is important for you to find out why they don't want to register and help them understand how voting can affect their lives. The following four steps can assist you in convincing someone to register.

## 1. Find out why they are saying "no."

Remember an excuse may hide a more basic reason. For example, she may say, "I really don't have time," when, in fact, they really mean, "I don't want to take the time to register because I don't believe voting matters."

## 2. Agree with them.

Make yourself their friend, not an opponent. Let them know that you heard what they said and that you share their concern.

## 3. Use their reason to convince them.

Explain how their concern is really a reason they should register.

## 4. Ask if you can help them fill out the registrations form.

Let them know that you're a trained volunteer and can answer any voter registration questions that they may have.

**You:** I'm concerned about affordable housing and am out here today registering people to vote. Would you like to register?

**Potential voter:** Thanks, but I don't want to register.

**You:** Why not?

**Potential voter:** Those politicians are all alike. They don't do anything for us once they get elected.

**You:** Yeah, I know what you mean. Sometimes it seems like politicians aren't working for you and me; just for people who have a lot of money. This is actually why I am out here today! You know, some elections are determined by just a few hundred votes.



# EXAMPLES FOR ENCOURAGING A RELUCTANT VOTER CONT.



“  
I think I’m  
already  
registered.  
”

"Great, but have you changed your mailing address or name since you last registered?"



“  
I don’t have  
time to  
register, or  
to vote.  
”

"I know you're busy. That's why we're out here, to save you the time of going down to the registrar's office. This way you won't have to give up your right to vote, and it will take less than a minute."



“  
My  
candidates  
always  
lose.  
”

"I know what you mean. I've been really frustrated the same way. But I found out that 1/2 our community didn't vote last time. That's thousands more people than it would take to win!"



“  
I’ve been  
convicted  
of a crime.  
”

"Misdemeanor offenses don't prevent you from voting. Some states allow convicted felons to vote after serving time. Let's double check with our Board of Elections."