

Engaging with Disillusioned Voters

More and more we hear from voters that they are worn out by the system, and do not want to vote or participate. Below are some tips for engaging with these voters. Remember to actively listen, ask open-ended questions, and adjust your talking points based on the voter's responses. The goal is to engage in a respectful and constructive dialogue, re-establish trust, and inspire the voter to reconsider their disillusionment and recognize the importance of their participation in the political process.

Topline: Good people will only be elected if we vote for them!

1. Begin with empathy: Start the conversation by acknowledging the voter's disillusionment and expressing empathy for their concerns. Let them know that you understand their frustrations and that their feelings are valid.

2. Share your personal story: Share your own story of why you became involved in politics or why you support the Democratic Party. Connect on a personal level by explaining what motivates you and why you believe in the power of political engagement.

3. Discuss common values: Find common ground by discussing shared values. Emphasize Democratic Party principles such as equality, fairness, justice, inclusivity, and opportunity for all. Highlight how these values align with the voter's own aspirations for a better future.

4. Focus on specific policy issues: Discuss specific policy areas that may resonate with the voter's concerns or interests. For example, if they are concerned about healthcare, highlight how Democrats are working to protect and expand access to affordable healthcare for all Americans.

5. Highlight Democratic achievements: Discuss specific accomplishments of Democratic leaders at the local, state, or national level that have had a positive impact on people's lives. This can include policies related to education, reproductive justice, economic growth, climate action, social justice, or civil rights.

6. Talk about the importance of participation: Emphasize the significance of voter participation in shaping the direction of our communities and the country as a whole. Explain that by casting their vote, they can play a crucial role in holding elected officials accountable and ensuring their voices are heard.

7. Share success stories: Share stories of how engagement and voting have led to positive change. Discuss instances where voters have made a difference by electing representatives who championed their interests or by passing ballot measures that improved their communities.

Examples:

- Voters in Kansas in 2022 voted against an Amendment that would lead to a statewide abortion ban
- Voters in Small PA House District voted to hold the PA House for Democrats, preventing a Republican majority that would lend it's way for Anti-Abortion, Pro-Gun and other bills to make it to the floor.
- Voters in the WI voted to elect a left-leaning Judge, flipping the ideology of the court, making way to overturn an 1800s era abortion ban.

9. Thank them for their time: Express gratitude for the conversation, regardless of the outcome. Let the voter know that their engagement is valuable and appreciated, and that their voice matters in shaping the future of our democracy.

