



Advocacy Script

Advocacy calls made by a persistent, knowledgeable, and effective campaign representative can convince voters and provide the margin of victory.

Script:

Hi, this is Susie calling on behalf of Governor John Doe, and I'm calling to remind you that Election Day is coming up on November 4th. Governor Doe needs your support to keep our state moving in the right direction! More people have jobs today than ever before in our state's history, and Governor Doe wants to continue building our state's future for four more years. Election Day is November 4th, but you can vote early.

Q1: Do you plan on voting early this year, or will you vote on Election Day?

Early	Close 1
Election Day	Close 1
No	Close 2
Undecided	Close 3
Refused to Answer	Close 3

Close 1: Great! We really appreciate your vote! This call was paid for by The Governor Doe Committee and our website is GovernorDoe.com. Have a great day!

Close 2: Thank you for your time. This call was paid for by The Governor Doe Committee and our website is GovernorDoe.com. Have a great day!

Close 3: Ok. Well there's still time to research the candidates and make your decision. Thank you for your time. This call was paid for by The Governor Doe Committee and our website is GovernorDoe.com. Have a great day!

Voicemail:

Hi, this is Susie calling on behalf of Governor John Doe, and I'm calling to remind you that Election Day is coming up on November 4th. Governor Doe needs your support to keep our state moving in the right direction! More people have jobs today than ever before in our state's history, and Governor Doe wants to continue building our state's future for four more years. Election Day is November 4th, but you can vote early. We hope we can count on your vote! This call was paid for by The Governor Doe Committee and our website is GovernorDoe.com. Have a great day!