TREATMENT/ELECTORAL RAP
March 31, 2015
2015 Philadelphia Democratic Primary:
Jim Kenney for Mayor

Working America Persuasion Rap

Introduction

Hi, my name is ___ with Working America [if WA or general public]/your union [if union]. Are you [name]? Great!

[*Confirm that you are speaking to the right voter before indicating why you are at the door]*

We're out today talking with folks in [insert community] about the election for Mayor.

QUESTIONS

Question 1 (Issue ID)

First—a quick survey. **What do you think is the most urgent priority for the city to address?**

[*Record response*: jobs, economy, public safety, etc.]

Question 2 (Voter ID Mayor)

Thank you. **If you were going to vote today in the Democratic primary election for Mayor would you support Lynne Abraham, Nelson Diaz, Anthony Williams or Jim Kenney?**

[*Record Response*: Abraham, Diaz, Williams, Kenney, Undecided, Other]

JIM KENNEY

PERSUASION AND ENDORSEMENTS

Working America is an independent organization that represents 55,000 Philadelphians who want an economy that works for working people. We are not part of any political party or campaign and support candidates based on their record.

[IF KENNEY]

We are also endorsing Jim Kenney to be the next Mayor. Thanks for your support!

Hand over lit. Go to Voter Engagement.

[IF WILLIAMS]

I understand. How you vote is a personal decision. But Working America has done the research on the issues and we believe that Jim Kenney has the strongest track record of getting things done for working people and will be the strongest leader for Philadelphians .

End conversation.

[IF ABRAHAM/DIAZ/UNDECIDED/OTHER]

I understand. How you vote is a personal decision. But Working America has done the research on the issues and we believe that Jim Kenney has the strongest track record of getting things done for working people and will be the strongest leader for Philadelphians. That is why he has the support of tens of thousands of working men and women in Philadelphia and will…

[*Discuss Voter issue from Q1 using persuasion talking points*].

So can we count on your vote for Jim Kenney for Mayor?

[IF YES] Do not record response. Hand over lit. Go to Voter Engagement.

[IF NO] End conversation.

VOTER ENGAGEMENT

You said that [INSERT ISSUE FROM QUESTION 1] was the most important issue to you. The problem is that, regardless of who wins the election, rich CEO's, downtown developers and lobbyists have too much influence at city hall, and our priorities go unmet. The solution is for us to join together and form a group of residents who will hold politicians accountable to make sure we really help the schools and put an emphasis on neighborhood development.

Question 3 (Email Address)

Let me grab your email address so you can be part of our campaign to address [ISSUE]. We will occasionally send you information to keep you updated and about how to be part of this effort.

Record email address.

Thank you. Have a good night.

Question 4 (Wrong Rap Delivered)- FOR CANVASSER USE ONLY- DO NOT ASK VOTER

Please record if the wrong rap was inadvertently delivered to the voter. If the proper rap was delivered leave this question blank.

PLACEBO RAP
March 31, 2015
2015 Philadelphia Social Security

Working America Social Security Rap

Introduction

Hi, my name is ___ with Working America [if WA or general public]/your union [if union]. Are you [name]? Great!

[*Confirm that you are speaking to the right voter before indicating why you are at the door]*

We're out today talking with folks in [insert community] about the plan in Congress to cut Social Security.

QUESTIONS

Question 1 (Issue ID)

First—a quick survey. Have you heard that some people in Washington are discussing cuts to benefits, raising the retirement age and cutting support for people with disabilities?

Do you think that Social Security should be cut?

[Record Response: No- do not cut, Yes- cut, Unsure]

If voter says "NO-do not cut" go to voter engagement.

If voter says "YES-Cut" or "Unsure" end conversation

VOTER ENGAGEMENT

It is great to hear that. Thousands of other people agree with you that we need to protect Social Security. We need to join together to make sure this plan is stopped.

Question 2 (Email Address)

Let me grab your email address so you can be part of our campaign to address [ISSUE]. We will occasionally send you information to keep you updated and about how to be part of this effort.

Record email address.

Thank you. Have a good night.

Question 3 (Wrong Rap Delivered)- FOR CANVASSER USE ONLY- DO NOT ASK VOTER

Please record if the wrong rap was inadvertently delivered to the voter. If the proper rap was delivered leave this question blank.