2016
North Carolina: 2016 GOTV Study
Short Rap- Placebo and Condition Raps

SHORT RAP- PLACEBO RAP: Issue ID

Introduction

Hi, my name is ___ with Working America. We are out today talking to folks about the future of North Carolina. Are you [name]? Great!

Questions

Question 1 (Issue ID)

We are conducting a short survey about the issues that are important to your family. **When you think about the upcoming election on November 8th, what is the most urgent issue to you and your family?** [*Record response*: jobs, economy, public safety, etc.]

Closing

Thank you so much for your input. Have a good night.

After the Conversation

Question 3:
MARK ONLY IF INCORRET RAP IS DELIVERED

[Record Response: Yes]

2016
NC: 2016 Standard Rap
US President: Donald Trump (R) v Hillary Clinton (D)
US Senate: Richard Burr (R) v Deborah Ross (D)

Working America Persuasion Rap

Introduction

Hi, my name is ___ with Working America [if WA or general public]/your union [if union]. We're out today talking with folks in the neighborhood about the future of North Carolina. Are you [name]? Great!

QUESTIONS

Question 1 (Issue ID)

First—a quick survey. **When you think about the upcoming election on November 8th, what is the most urgent issue to you and your family?**

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

Question 2 (Voter ID President)

Thank you. This fall, voters will be voting to elect our next President. **If you were voting today, would you vote for Republican Donald Trump or Democrat Hillary Clinton?**

[*Record Response:* Trump, Undecided, Clinton, Other]

Question 3 (Voter ID US Senate)

Thank you. This fall, voters will also be voting to elect our next Senator. If you were voting today, would you vote for Republican Richard Burr or Democrat Deborah Ross?

[*Record Response:* Burr, Undecided, Ross, Other]

GO TO PERSUASION AND ENDORSEMENTS

PERSUASION AND ENDORSEMENTS

Hillary Clinton
PERSUASION AND ENDORSEMENT

Working America is an independent organization that represents over 40,000 North Carolinians who want an economy that works for working people. We are not part of any political party or campaign.

[IF CLINTON]

Earlier you said that you were supporting Hillary Clinton in the race for President. We are also supporting Clinton for President because of her strong track record on supporting working people. Thanks for your support!

Hand over lit. Go to Senate Endorsement.

[IF UNDECIDED]
You said earlier that [Issue Priority] was the most important issue to you. I understand. How you vote is a personal decision. Working America has done the research on the economic issues and the records of the candidates.

Explain relevant issue background and candidate record.

Now that you have heard more about the candidates, who do you think you will be supporting in the Presidential Election, Donald Trump or Hillary Clinton?

Do not record response. If Clinton go to Senate Endorsement.

Thank you for your time and have a good night.

Hand over lit and end conversation.

[IF TRUMP]

You said earlier that [Issue Priority] was the most important issue to you. I understand. How you vote is a personal decision. Working America has done the research on the economic issues and the records of the candidates and we believe Hillary Clinton is the best candidate for our community.

Hand over lit and end conversation.

Deborah Ross

ENDORSEMENT

Working America has done the research and found that Deborah Ross has the strongest record of fighting for North Carolina. As a state representative, Ross fought to create jobs and make it easier for working families to commute to those jobs.

Early Vote/ Plan Making (Only if the voter is a Clinton and Ross Supporter)

Question 4:

When are you planning to vote?

[*Record Response:* Early Vote, Election Day, Not Voting]

Ask probing questions to help the voter visualize their voting day. The goal here is to have a conversation about their day to help the voter make a plan. If the voter is voting early, share county specific early voting information.

What time of day do you normally vote?

What do you do before you vote?

Will you take time off work to vote? Do you know where your polling location is? How will you get there? Will you go vote with anyone else?

Go to Voter Engagement.

VOTER ENGAGEMENT

The problem is that billionaires, lobbyists and special interests have too much influence in Washington. The only way we can make sure politicians are working for us instead of wealthy and well connected is make our voice hear during the election and beyond.

Question 4 (Email)

Let me grab your email address and we will keep you informed?

[*Record email address*]

Thank you. Have a good night.

After the Conversation

Question 3:
MARK ONLY IF INCORRET RAP IS DELIVERED

[Record Response: Yes]