

PA PRE-GOTV SCRIPT

IN = Inaccessible **NH** = Not Home **BA** = Bad Address **RF** = Refused **Dec** = Deceased
MV = Moved **SP** = Spanish **OL** = Other Language

INTRODUCTION

Hi there, I'm here to talk to you about the issues at stake in this election. We're knocking on the doors of voters in the neighborhood. Are you _____ ? Great!

Section 1 - Persuade to Vote

1A - ESTABLISH PERSONAL CONNECTION ON ISSUES

This election is going to have a big impact on the issues that voters like you and me care most about. There are a lot of reasons folks like you and me will be voting this year, like Social Security, gun safety, equal pay/wages just to name a few.

This November what issue or factor would you say is most important to you and your family?

[Probe, engage & establish connection with voter]

Examples of strong issues that encourage interest in voting in our target areas include the following.

Key issues in Pennsylvania

Overall	African Americans	Millennials
Social Security	Police Reform	Police Reform
Gun Safety	Social Security	Climate change
Equal pay/wages	Gun Safety	Equal Pay/childcare
Trade	Min wage increase	Social security

1B - PRIORITY CANDIDATE ID QUESTION

First off, Pennsylvania is going to be one of the most important swing states in the country. It's going to be a close election and voters here could decide the next President of the United States. Who do you plan on voting for?

- 1 - Strong Clinton **[Continue to 1C]**
- 2 - Lean Clinton **[Continue to 1C]**
- 3 - Undecided **[Continue to 1C]**
- 4 - Lean Trump **[Continue to 1C]**
- 5 - Strong Trump **[Continue to 1C]**
- 6 - Strong Stein **[Continue to 1C]**
- 7 - Strong Johnson **[Continue to 1C]**

1C - SECONDARY CANDIDATE ID QUESTION

We are also having a pivotal senate race here and it is going to be a close election. Who do you plan on voting for?

- 1 - Strong McGinty **[IF 1-3 on Clinton, Continue to 1D]**
- 2 - Lean McGinty **[IF 1-3 on Clinton, Continue to 1D]**
- 3 - Undecided **[IF 1-3 on Clinton, Continue to 1D]**
- 4 - Lean Toomey **[IF 1-3 on Clinton, Continue to 1D]**
- 5 - Strong Toomey **[IF 1-3 on Clinton, Continue to 1D]**

[If undecided or leaning in Senate Race - more information in background]

The daughter of a Philadelphia police officer and a restaurant hostess, Katie McGinty has spent her career working to protect the environment while creating new opportunities for Pennsylvania's working families. She is a leader in innovative clean energy, a no-nonsense policymaker who knows how to get the job done, and the proud mom of Tara, Alana, and Allie.

1D - PERSUADE TO VOTE / MESSAGING

Voters like you and me here in Pennsylvania could decide the next President. Millions of people will be voting, but the election could come down to Pennsylvania.

[Choose vote persuasion paragraph based on target - other suggestions are in background materials]

- **African Americans:** In 2008 and 2012 Black voters turned out in historic numbers to elect President Obama. Obama could not have won without the power of the Black vote. Now the community must do it again, but this time it's not about Obama, it's about us. We can't hand the election to Donald Trump.
- **Latinos:** For all that Latinos contribute to America, our country ought to be listening to our voices. By turning out in record numbers to vote, we will ensure our priorities become law and our ideas become solutions to America's challenges.
- **Other Millennials:** Special interests have a lot of ways to be heard, but our vote is how we hold politicians accountable and make sure we are heard. If we don't vote the politicians won't care and special interests will have their way on issues ranging from

wages, equality, to climate change and the environment.

[If voter has not committed, give information on stakes and contrasts]

- The stakes are higher than ever in this election.
- As a former Secretary of State, U.S. Senator, First Lady, and a lifelong advocate for women and families, no one is more qualified to be President than Hillary Clinton. On the other hand, Donald Trump offers a dangerous path that will divide the country and make us less safe in the world. He has made statements insulting the disabled, women, and even military prisoners of war. He doesn't have the temperament to run the country.

What makes Donald Trump dangerous?

- African Americans: Trump has a **history of discrimination and blaming African Americans for crime and violence**. His "law and order" campaign would set African American rights back decades.
- Latinos: Trump has proposed **massive deportations that would destroy families** and denied help to Puerto Rico.
- Millennials: Trump's statements are embarrassing and his policies would **endanger the country, and eliminate the EPA and endanger efforts to fight pollution and climate change**.

What makes Hillary Clinton qualified?

- **Lifetime of service:** Hillary Clinton has fought for health care for children and families, and is the most qualified candidate
- **College affordability:** Clinton has a plan for debt free college and lowering interest on student loans
- **Wall Street accountability:** Clinton has proposed a plan that provides more accountability, tougher rules and stronger enforcement and freeing up capital that will create good paying jobs in small businesses.
- **Criminal justice and police accountability:** In one of her first major campaign speeches, Clinton released a criminal justice reform plan that will end mass incarceration, strengthen trust and accountability between police and their communities, and stop racial profiling.

[Match issue statement to issue identified in 1A - Some examples below, refer to background grid for more]

Issue Contrasts

- **Police Reform:** In one of her first major campaign speeches, Clinton released a criminal justice reform plan that will end mass incarceration, strengthen trust and accountability between police and their communities, and stop racial profiling. Donald Trump wants to take us back to the good old days when protesters could be roughed up.
- **Social Security:** Trump has said that he wants to privatize Social Security and raise the retirement age. He even called Social Security a “Ponzi scheme.” Clinton, however, aims to preserve Social Security by asking the wealthiest to contribute more. She will expand Social Security for those who need it most and who are treated unfairly by the current system
- **Wages and equal pay:** Trump said that “wages [are] too high” in this country and refuses to support new laws to ensure equal pay for equal work for women. He even said quote “I think that putting a wife to work is a very dangerous thing. Clinton will work to guarantee up to 12 weeks of paid family and medical leave and use every tool to close the wage gap.
- **Gun Safety:** Trump has opposed common sense gun reform, including background checks. He has also spoken out against gun free zones. Clinton has worked to expand background checks to keep guns out of the hands of domestic abusers, violent criminals, and the severely mentally ill. She would close the ‘Charleston Loophole’ that allows gun sales to proceed after three days, even if a background check is still pending.

Section 2 - Commit to Vote & VBM Push

2A - COMMIT TO VOTE QUESTION

Your neighbors are committing to vote this year because they know how much is at stake. Can we count on you to join them and be a voter ...Can we count on you to be a voter by November 8th and sign this commitment card pledging to vote?

Yes - Completed pledge card

No - Did not complete pledge card

2B - WRAP-UP

Thank you for being a voter! This will be a critical election and I’m glad we agree that [Voter issue] is important. We’ll mail you this commitment form before Election Day as a reminder of your commitment. This canvass is paid for by For Our Future, www.forourfuturepac.org and not authorized by any candidate or candidate’s committee. Have a great day.