



## THANK YOU FOR VOLUNTEERING TO HELP CALIFORNIA #VOTEARTSANDMUSIC!

### Tips and best practices for collecting pledges:

- **Be friendly and approachable!** A smile and positive energy go a long way.
- **Be proactive and engaging!** Greet people before they approach you. Get up from the table and walk in conversation with folks.
- **Make the Hard Ask!** Be confident, clear, and concise in what you're asking folks to do.
- **Passion is persuasive.** If you're excited about Prop 28, the people you talk to will be too. Share your story about what Arts & Music means to you.
- **Talk about impact.** Ex: *"Right now, barely 1 in 5 public schools has a dedicated arts or music teacher. Prop 28 is the most effective way to ensure that all 6 million California students have access to arts & music education! And it doesn't raise taxes."*
- **Highlight the growing power of the movement!** People are naturally drawn to actions that their peers and community endorse. Display the impressive coalition list of supporters. Use strong and enticing language. Ex: *"Over 1 million people have joined the movement." "Everyone I've talked to has signed." "Can I count on you?"*
- **Put the clipboard and pen in their hands!**

### Sample Scripts:

1) *"Hi! I'm here volunteering to support Arts & Music education in public schools. Can I count on you sign the pledge to #VoteArtsandMusic to help make sure every kid in CA has access to arts programs?"*

2) *"Hello! Do you have 30 seconds to sign the pledge to support Arts & Music education?"*

[If Yes] *"Great! (Put pen and clipboard in their hand and ask them to fill out the pledge card)*

### Follow up script – Triple your impact!

*"What are the names of 3 friends I can count on you to remind to #VoteArtsandMusic in November?"*  
(Urge voter to add the names of 3 friends to pledge card)

[If resistance] *"Research shows that a reminder from a friend is the best way to increase voter turnout. We will send you a reminder before election day with their names. I assure you, we won't contact your friends. We just want their name, or even a nickname, to make sure you know who you'll be reminding!"*

Ad paid for by Yes on 28 - Californians for Arts and Music Education in Schools

Committee major funding from

Austin Beutner

Ballmer Giving

Fender Musical Instruments

Funding details at [www.fppc.ca.gov](http://www.fppc.ca.gov)