

Activity: Friend Mapping

Friend Mapping is simple: People are more easily moved when friends who they trust talk to them on a personal level about why voting is important to them.

Friend Mapping helps to:

- Identify individuals in your network who aren't registered or don't vote consistently
- Raise awareness in your community around voter registration and vote by mail
- Build a network of people to work with
- Brainstorm ways to engage your community

Why does it work? Friend Mapping works because when you talk to people you know about voting, you are a *trusted messenger* who can deliver a *personalized message*, and hold your friends and family *accountable* to make sure they register and turn-out to vote.

Who should I prioritize



People in your network

Friends, family, colleagues and acquaintances



People who don't always vote

Or don't think voting matters or haven't voted in recent years



Newly eligible voters or voters who've had life changes

Students, people who have moved, people who have changed their names, or new citizens



People who need to learn about whether they can vote by mail

Here's how Friend Mapping works:

Step 1: Brainstorm people in your network that you want to reach out to during and after this #CouchParty and write down your contacts in the friend mapping sheet.

The first step in Friend Mapping is to create a list of people who you can reach out to. List out a few people for each of these categories:

- Your friends (I.E. Facebook or Instagram friends)
- Your family (I.E. Your uncles/aunts, siblings, cousins)
- Your extended network (I.E. A barber or dogwalker)
- Groups you're a part of (I.E. book club, church)
- Former or current colleagues

Ask yourself the following questions:

- *Who would you send a holiday card to?*
- *Which family members or friends do you know forget to vote often?*
- *Who in my network may not vote or may not be registered to vote, and needs to hear from me about voting?*
- *Who may have a harder time getting the voter registration information they need due to the coronavirus?*
- *Who is a regular voter that could benefit learning to vote by mail using [When We All Vote's website?](#)*

Step 2: Gather your resources

You'll be using OutVote to make sure the people in your network register to vote. Download OutVote at whenweallvote.org/texting.

Step 3: Plan out what you'll say!

Planning what you will say to people will help your conversations be efficient and effective in activating people to register and turn-out to vote. Asking open ended questions are a good way to engage people and get them to think critically about voting.

Consider the following questions:

- Can I help you check your voter registration status?
- When was the last time you updated your voter registration?
- When was the last time you considered Vote By Mail?

Step 4: Make the call or text

Now that you mapped who you will talk to and what you will say, it is time for you and your guests to begin outreach. Remember to mark their responses in OutVote—but you can also do so in the Friend Mapping Sheet for your own records.

Friend Mapping Contact Sheet

Directions: Use this list to map out people in your network—family, friends, neighbors, colleagues, acquaintances—that need your encouragement to register and turn out to vote. Include their contact information and preferred method of outreach! Keep this list somewhere visible and where you can see it.

Your Name: _____ **Phone number:** _____

Name of friend or family member	Contact method <i>E.G. Text, FaceTime</i>	I am reaching out to this person to:	Location	Outcome(s)
		Register to vote Educate them on resources to vote by mail Check their VR status ALL these things and a hello		Spoke to voter Left voicemail Text w/ response Text, no response
		Register to vote Educate them on resources to vote by mail Check their VR status ALL these things and a hello		Spoke to voter Left voicemail Text w/ response Text, no response
		Register to vote Educate them on resources to vote by mail Check their VR status ALL these things and a hello		Spoke to voter Left voicemail Text w/ response Text, no response
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