

Promoting Voter Registration via Message Tree

Save the Children Action Network (SCAN) launched the High 5 for Kids campaign to ensure candidates and voters prioritize children in the 2020 elections. Voting with those priorities in mind is one of the best ways to be an advocate for kids. We need your help to register new voters to elect public officials who will invest in kids!

We are asking SCAN volunteers to form a voter registration message tree by sending messages to five or more people in your networks to talk about registering to vote this election. Once the recipients confirm their registration, we are asking them to also text five or more people in their networks. And so on, and so on until we've registered an unstoppable force of voters and child advocates!

The people you text may have questions about the registration process, so you should be familiar with the details about voter registration in your state before you start sending messages. Look up your state's voter registration deadline, and please read SCAN's helpful guide "[All about Voter Registration](#)" before beginning.

Texting and Direct Messaging Tips

Peer-to-peer texting or direct messaging through social media platforms like Facebook, Twitter and Instagram can be a super effective way to reach a lot of people quickly. Whereas many people will ignore emails or skim past posts on social media, people read texts or direct messages – especially from people they know!

To be most effective, you should keep your messages short, easy to read, personal and conversational. Your message should encourage the recipient to respond to you by asking a question. This will both help the recipient remember the information and will help you know if your messages are getting results, which will also facilitate reporting.

Message templates and example scenarios are included below, but these should be adapted to the situation and personalized to fit your relationship with the message recipient.

Please Note: SCAN has not endorsed any candidates for the 2020 election. We are focusing on nonpartisan voter registration and turnout. As a SCAN volunteer, you should not encourage voting for any particular candidate. If you would like to support a specific candidate, you may do so but please do not tag or otherwise highlight your affiliation with SCAN when doing so.

Message Trees vs Text Banking: What's the difference?

Message trees involve messaging people *in your network* about voter registration and then asking them to join the tree by messaging their peers.

Text banking, on the other hand, involves texting through a larger contact list—provided by SCAN—of people you don't know personally. Usually this is a group effort with other team members. If you're interested in text banking, [click here](#).



Sample Messages

Option A: *Hi [NAME]! I'm reaching out as a volunteer with Save the Children Action Network (SCAN). The November election is approaching fast, and I hope we can all vote to ensure that children's needs are a top priority this election. Are you registered to vote?*

Option B: *Hi [NAME]! I'm reaching out as a volunteer with Save the Children Action Network (SCAN). The 2020 election is going to be pivotal in our nation's history and I want to be sure you have the information you need to make your voice count this election. Are you registered to vote?*

If "Yes" → *"Fantastic! Thank you so much. It's really important that we get as many people as possible to vote this year. Will you please text five people in your network to ask if they are registered? You can copy-paste and modify my original message, and you can direct them to <https://scan.turbovote.org> if they need to register."*

If "No" → *"No problem! You can easily register online here <https://scan.turbovote.org>. You can also sign up for voting reminders to make sure your voice is counted! Keep in mind the deadline to register for [STATE] is [DEADLINE]. Will you please let me know when you register?"*

If "Not sure" → *"No problem! You can easily check and update your registration status online here <https://scan.turbovote.org>. You can also sign up for voting reminders to make sure your voice is counted! Will you please let me know when you update your registration?"*

Once they confirm their registration → *"Fantastic! Thank you so much. It's really important that we get as many people as possible to vote this year. Will you please text five people in your network to ask if they are registered? You can copy-paste and modify my original message, and you can direct them to <https://scan.turbovote.org> if they need to register."*

Additional Resources

Voter Messaging Worksheet – Messaging a lot of contacts can quickly get disorganized, so we developed [this worksheet](#) to help you keep track of the messages you send and the results you are getting. This is an optional resource for you to use only if it is helpful to you.

All about Voter Registration – We developed [a helpful guide](#) with everything you need to know about voter registration so you are prepared to answer common questions that may arise while you are sending messages. The guide also includes information about the registration and voting process, as well as important dates to be aware of. Please read through this guide before sending messages.