WINNING EDGE #84

Send One Last Text

The election is days away.

Everyone is exhausted, but you don't want to leave anything on the table.

The mail, TV, radio, and social media are set. What can you and your supporters do to turn out voters?

Text your friends.

You don't have to make it fancy, just send a simple message from someone they know.

Dive Deeper:

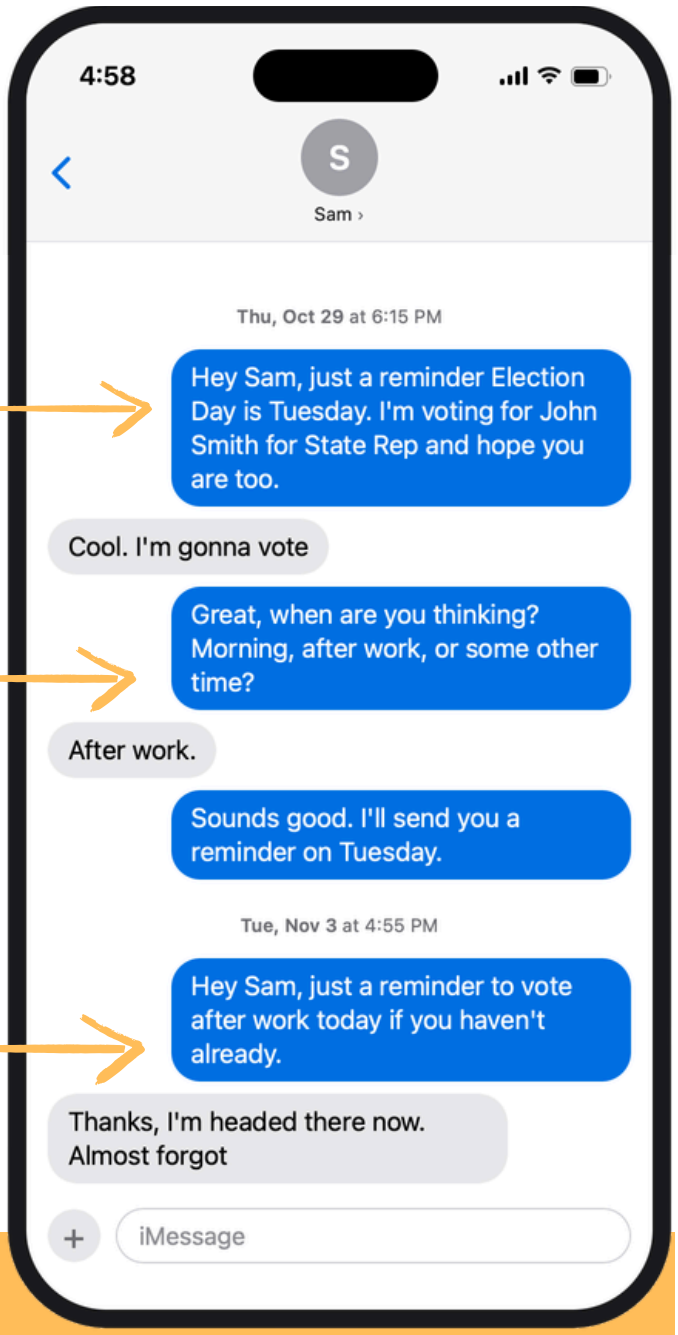
Texting a friend sounds too simple, but a 2024 Florida field test found that low-propensity conservative voters who received a text from someone they knew were **8.6 percentage points more likely to vote** than a control group.

1. **Go through your contacts** and ask your volunteers and friends to do the same.

   Send a simple message:
   - *"Hey [Name], just a reminder Election Day is Tuesday. I'm voting for [Candidate] for [office] and hope you are too."*

2. **If they plan to vote, follow up:**
   - *"Great, when are you thinking? Morning, after work, or sometime else?"*

3. **On Election Day, send a final reminder** before their planned voting time:
   - *"Hey, just a reminder to vote today if you haven't already."*



The Bottom Line

Finish strong. Ask your volunteers and friends to text the people they know and follow up on Election Day.