



Building a GOTV Army of Activists

Recruitment [and Starting a Personal Database]

Getting Out the Vote (GOTV) begins with you and your ability to recruit people who feel as you do about changing the state of our nation. The most effective way to recruit people for GOTV is to start with those who are closest to you, beginning with your personal acquaintances—your family and your friends.

Next, have conversations with your friends at work. Find out whether they feel as you do about the state of our nation and, if you are in agreement, ask them to help coordinate GOTV with their family and friends.

Don't let opportunities pass you by.

If you are at a barbecue, it is easy to strike up a conversation about the economy or your local politician. If you find that you share similar political views with the person you are speaking with, you can begin a discussion about how important it is to vote and even ask the person if he or she would be willing to help with GOTV.

Some good sources for GOTV activists are:

At the Personal Level

- Family
- Friends
- Clubs (e.g, gun clubs, bowling clubs, etc.)

At work [For employees only—If you are an employer, see "[Dos & Don'ts for Employers](#)"]

At the Community/Neighborhood Level

- At the pool
- At the diner
- At the Cocktail Party

At the State Level

- Local or state chapters of already existing groups or associations (e.g., Assoc. Builders & Contractors, NRA, GOA, NFIB, tea parties, Chambers of Commerce, etc.)
- Group affiliations (Motorcycle clubs)