



CIAF Template: Sample GOTV

Sample Email

Subj: Vote for <**Candidate Name**> for <**Office Sought**>

Dear <**Recipient Name**>,

On <**Election Date**>, voters in <**Locality**> will go to the polls to determine the direction of our <**Jurisdiction**> and I would humbly ask you to vote for me, <**Candidate Name**>, for <**Office Sought**>.

I've spent the last decade fighting so <**Locality**>'s children have the opportunity to grow up in safe homes, live in a vibrant and thriving environment, and have the chance to live their version of the American Dream. I love our community and want to keep improving the quality of life in our <**Jurisdiction**>, which is why I decided to run for <**Office Sought**>.

I believe you can either be part of the problem or part of the solution, and I'm determined to be part of the solution in <**Locality**>. I want a <**Jurisdiction**> that can recruit new businesses and help grow existing ones. I want a <**Jurisdiction**> with great schools, safe streets, and amazing infrastructure. I want everyone in <**Locality**> to feel the sense of pride in our community that I feel every single day.

I'm running for <**Office Sought**> because I care about my neighbors, my community, and my family. I ask for your vote on <**Election Date**> so we can keep our <**Jurisdiction**> strong and thriving.

Thank you,

<**Candidate Name**>

P.S. Find out where you can vote by clicking [HERE](#) <**link to polling location map**>.



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Sample Phone Call

Hi, is this <Voter Name>? This is <Candidate Name>, candidate for <Office Sought> calling to remind you that on <Election Date> we have a critical election that will determine the direction of our <Jurisdiction> for years to come.

I believe that our <Jurisdiction> is an amazing community and our <Office Sought> needs to keep it that way. I'm running for <Office Sought> so our kids have access to a great education, so our families feel safe and secure, and so our job creators keep growing and expanding. I believe our <Office Sought> needs more problem-solvers who always put our community's needs first. That's why I'm running and on <Election Date>, I would ask you to vote for <Candidate Name> for <Office Sought>.

Sample Door Knocking Conversation

Thanks for taking the time this morning. My name is <Volunteer Name> and I'm volunteering with <Candidate Name>'s campaign for <Office Sought>.

I wanted to ask if you had a plan to vote on <Election Date>, and if I could tell you a little more about <Candidate Name>'s campaign.

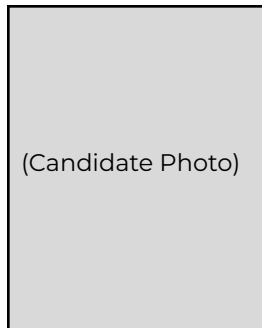
<Candidate Name> has worked with our school system and has been a dedicated part of the <Locality> community for decades. <Candidate Name>'s running for <Office Sought> to help <Locality> remain an amazing community where our kids feel safe, our families feel supported, and our job-creators feel empowered to grow.

<Candidate Name> believes we need more problem-solvers in our government and will always put the needs of our community first. I'd love to leave you a flier that talks about who <Candidate Name> and the issues the campaign seeks to address. We hope you'll take a look and consider voting for <Candidate Name> for <Office Sought> on <Election Date>.



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Sample Text Message



Vote <**Candidate Name**> for <**Office Sought**>! <**Candidate Name**> is a problem-solver who will always put our <**Jurisdiction**> first by prioritizing better schools, safer streets, & a growing local economy. On <**Election Date**>, vote <**Candidate Name**> for <**Office Sought**>!

Sample Social Media Posts

X: We're building a movement to make @<**Locality**> the best <**Jurisdiction**> in <**State**> and America at-large. I'm running for <**Office Sought**> because we deserve good schools, safe streets, & a growing economy. I'm a problem-solver who will always put our <**Jurisdiction**> first. Join the team today: <**Website**>.

Facebook: I'm running for <**Office Sought**> because I believe we deserve good schools, safe streets, and a growing economy. Over the last decade, I've worked to find loving homes for foster children and to make our school system more responsive to the needs of parents and the community. I want to serve you on the <**Locality**> <**Office Sought**> and fight for the community we love. Join our team here: <**Website**>.