

# RELATIONAL VOTER PROGRAMS

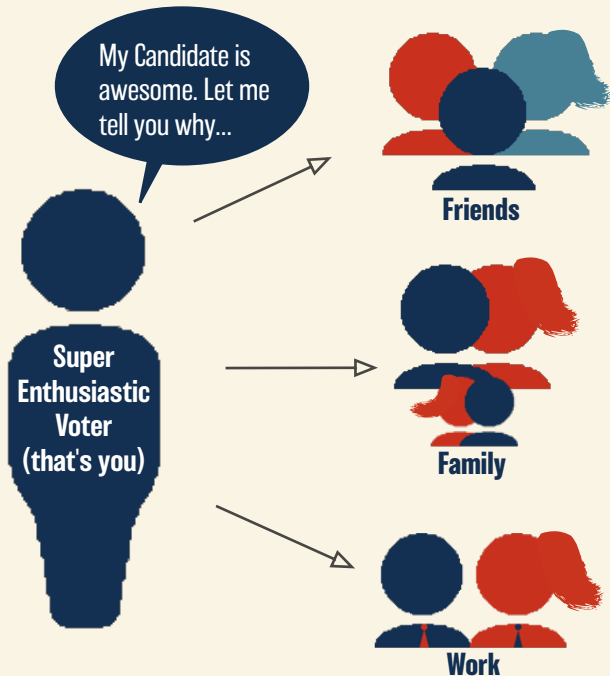
a “What’s What” and a “How To”

Howdy! I’m so excited to volunteer for a campaign, but how do I best network and spread the candidate’s message?



## Through the Relational Voter Program, of course!

The Relational Voter Programs treats volunteers (that’s you!) as a trusted messenger/surrogate for the campaign.



## The best person for the job

RVP is a grassroots method that uses **your** family, co-workers, and friends to convey important campaign messages.

## Why are campaigns utilizing Relational Voter Programs?

Politics and messaging are changing! People don't connect with traditional forms of campaigning anymore. We're all looking for a more personal touch. The traditional methods aren't winning elections.

**RVP to the rescue!** This way, your campaign can use calls, texts, and Facebook posts from a more trusted messenger (you!). This allows campaigns to communicate with and identify harder-to-reach supporters while still maintaining a personal touch.

## Where is it most effective?

RVP works best with **tight-knit groups** and **small communities**.

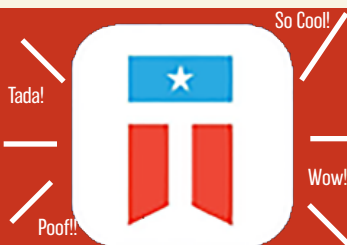
RVP also works well with **younger**, more **transient populations**, like **college students** and **young adults**.

RVP sounds great, but how do I put my newfound grassroots super powers into action?



**Have no fear, enthusiastic volunteer! We've got the Team App!**

"Team" is a great way to reach out to your likeminded friends, family, and co-workers!



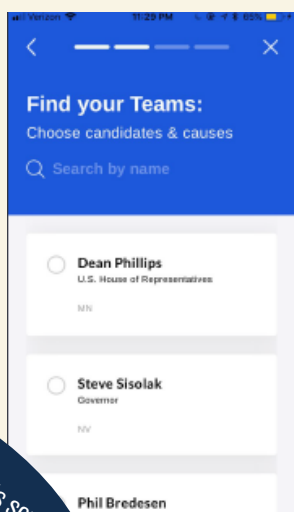
### Find the TEAM App in your App Store

- Search "TEAM Tuesday" on iOS
- Search "TEAM Political" on Google Play/Android
- URL: [go.jointeam.com](http://go.jointeam.com)

## The Team App: A Quick "How To"

**Search for Candidate**  
ex. "Phil Bredesen"

Remember to  
**SYNC YOUR CONTACTS** and  
**ENABLE PUSH NOTIFICATIONS!**



So all of the material is sent straight to my phone for me to distribute on my own time? That's DemoCRAZY!

## There are 2 Ways to Share!

### See & Share

Share content with your friends by clicking one of the listed items.



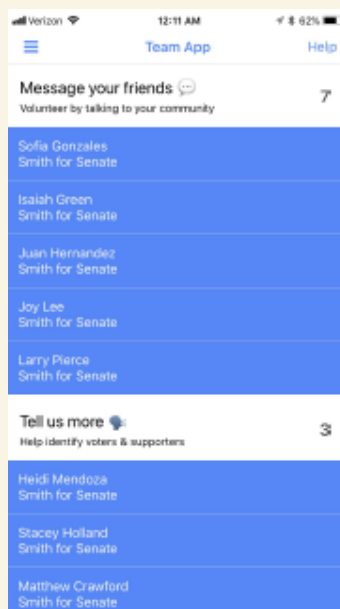
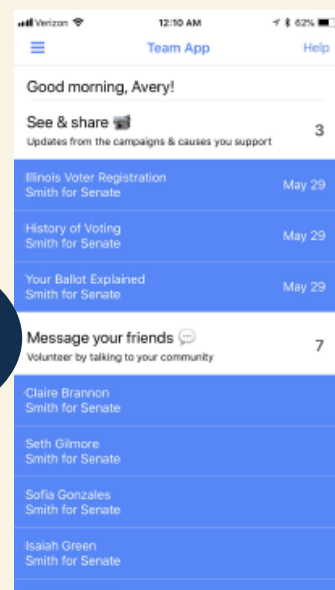
The 21st Century might have killed Blockbuster, but it won't kill the Democratic Process!

OR...

### MESSAGE YOUR FRIENDS

On the home screen, you'll see a list of your friends\* to contact. Click on one of their names.

\*its quite possible you won't see any friends to message the first time you log in to the app. You will most likely see this field populated over the following hours with friends your campaign or cause wants you to speak with.



### Questions About RVP or the TEAM App?

Please contact Nick Maines at  
[nicholas@victorytennessee.org](mailto:nicholas@victorytennessee.org)

#### Privacy Note!

The first time you open the app, Team will ask your permission to access your phone contacts and activity on your Facebook wall. Team uses this information to help you figure out which of your friends you should be talking to about the campaign.

Team takes your privacy seriously. Your information is safe, they **won't** contact anybody without your permission, and they will **never** message your friends. Team **doesn't** share your information to third parties, and they will **never** post to Facebook on your behalf.