

SHARING + CONNECTING GUIDE



Thank you for helping share our message and grow this campaign!

Every post, text, and conversation helps reach new people and builds the movement that helps Democrats **think big, build the future, and win again.**

This guide explains how to use resources like email/text templates, phone talking points, social media graphics, and a shared calendar, so you can share the message with confidence and impact.

I'm so grateful for your help. **We can't do it without you.**

- Nick

1. How to Share and Connect

You don't need to be a pro—start with what feels natural.

Here are resources you can use to share and connect:

- **Email & Text Templates:** Use these for personal outreach and follow-up. They're short, ready to send, and ready to personalize.
- **Social Media Graphics:** Visuals for LinkedIn, Instagram, Threads, and Facebook. Use them as-is or make them yours.
- **Phone Talking Points:** A quick reference for calling people you know, as a starting point for a conversation.
- **Calendar:** Upcoming events plus links to related graphics and talking points.
- **Custom fundraising link:** A link to send to your connections so you can track your impact. You'll get one when you sign up to get involved.

We'll keep adding resources and would love your input!

2. How to Ask for Support



We're looking for a few things from everyone we reach:

- **Learn more** about the campaign and get involved
- Make whatever **financial contribution** you can to help the campaign reach more people
- Spread the word to new people

Asking for support can be challenging especially at first. Remember: you're not selling anything. **You're inviting people to be part of something hopeful.**

- Let people know why you're involved.
- Be clear about the support you need from them
- Above all, be authentically yourself

The talking points and templates in the links above include starter ideas, but only you know what will resonate with your friends and loved ones.

3. Common Responses

There are a few common responses that come up when we talk to people to win their support. Here are a few, and some ideas

“I don’t live in Chicago.”

That’s okay — this isn’t about one race. It’s about bringing new ideas and leadership into the Democratic Party so that we can start winning again.

“I don’t get involved in politics.”

Lots of people are getting involved for the first time. The basics of American democracy are at risk, and it’s now or never.

“I don’t usually donate/can’t afford to donate much.”

Even small contributions help grow the campaign and reach more people.

And, there are lots of ways to get involved!

If you’re hearing other questions, let us know!

4. Closing the Loop

Once someone’s interested:



- Send them your **contribution link**.
- Share the **calendar** if they want to meet Nick.
- Follow up with a quick **thank-you** message.
- Let them know to **contact corey@nickpyati.com** to get more involved.

Thank you for helping build this movement — one post, one message, one conversation at a time.

For help and resources:  corey@nickpyati.com

<https://www.nickpyati.com/>