

Ranked Choice Voting

Ten Tips for Campaigning Under RCV

Version 1.5



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10 Tips for RCV Campaigning

1. Make a Plan.

Have a ranked choice voting (RCV) strategy and write it into your campaign plan. Put it on your website. Incorporate it into your lit pieces. Add it to your phone banking script. If it's not written down, it doesn't exist.

2. Know your Win Number.

Yes it's ranked choice voting, but winning is still done the old fashion way. Calculate your win number by researching the last three-election-cycles that are most like your current cycle. Take the turnout results from those three past cycles, add up the results, and then divide that number by three to get the average. Your win number is 50% plus one of that number. (To be safe, most campaigns take 60% of the three-cycle-average as their win number. It's a larger number, but it also gives campaigns a cushion.)

3. It's Still About Direct Voter Contact.

Yes, ranked choice voting is a different way of voting than what folks are used to, but it's still all about the voter. So do direct voter contact: Door knock. Phone bank. Text. Get out the vote!

4. Show How You Are Already a Leader.

You are the frontline worker for teaching voters about ranked choice voting. So do your job. Have an info sheet. Use visuals. Practice explaining how second vote choices are allocated. You got this!

5. Be Kind.

Have a cheat sheet of nice things to say about each of your opponents and use it.

6. Don't Practice Democracy Malpractice.

Tell voters to rank the candidates as far as they have a preference and use the full power of their vote. Don't engage in democracy malpractice where you tell voters just to fill in the ballot for you and no one else.

7. Anticipate Higher Turnout.

Ranked choice voting tends to generate more voter engagement and interest, so be prepared for higher turnout in races using ranked choice voting.

8. Reimagine Election Night.

Have a communications plan for how you will use the time from election night to the final tabulation of the results. Keep the media and your supporters in the loop.

9. Don't Give Out Hate.

Rank candidates you love, like and can live with. Don't rank candidates you hate. Don't waste your karmic mojo.

10. Remember it's a Race.

It's all about who crosses the 50%-plus-one-finish line first. So if voters are supporting your opponents, that's okay. Ask to be their second choice and see yourself crossing the finish line.

This worksheet was adapted from presentations given at a training on ranked choice voting, co-sponsored by New American Leaders and Vote Run Lead. All materials are for public use with accreditation to Vote Run Lead and New American Leaders.