



# Selling the Solution:

## Share Your IRValues

### Strategic Thinking

- *Finding your key supporters*  
If you could convince a dozen people to embrace your message today, who would they be? What things do they need to believe in your campaign?
- *How will you reach them?*  
Where does your target audience get information and what groups or individuals have influence on them? Who can help deliver your message? By starting small and building circles of influence through media, community groups, activists, donors, personal connections, unions and business groups you can create an IRV America.

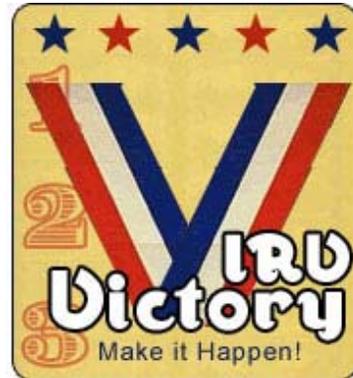
### Sharing Your Message

Realize that **the facts do not sell themselves**. You have to think about what to say and the most effective way to say it.

Your message should answer the questions: Why? Why care? Why act? You must explain what's valued and what's at risk. Your message will align you with others who share your values and concerns.

### General Principles

- **Do not assume that everyone understands.**  
Most Americans are not familiar with electoral systems design.
- **Build on what your audience knows and believes.**  
"One person-one vote," "majority rule," and "representation for all" are concepts that most Americans have learned by middle school. Explain how in our system some votes count more than others, how the majority does not always rule, and how a group of voters can win all the representation while others are shut out.
- **Remain constant while tailoring your message for specific audiences**  
Frame the facts by appealing to values (justice, fairness), more than rationality (it's mathematically superior!). Think about how you can best inspire your listeners.
- **Avoid jargon, technical mumbo-jumbo.**
- **Don't Say...**
  - "Change the voting system"
  - "Threshold"
  - "Eliminates strategic voting"
  - "Votes are transferred"
- **Do Say...**
  - "We want to improve the voting system"
  - "Enough votes to win"
  - "You can just vote for who you believe in"
  - "If your top choices doesn't win, your vote can go to your next choice."



### Small Victories

Establishing IRV is also about winning the little battles that get people familiar with different voting methods. It's also **great practice**. By writing a letter to the editor, canvassing your neighborhood, asking opinion-makers if they support IRV, holding a demonstration election with a few friends or convincing your community group to use IRV, you're **building bridges** toward an IRV America where instant runoff voting is the norm, not the exception.