

When engaging with potential supporters...

Listen Be curious, ask what is most important to them, and listen to their story.

Empathize Try to earnestly understand and empathize with their viewpoint.

Relate Explore common ground, relate ways Bernie is fighting for both of you.

Try not to...

Ramble Forget about Bernie's life story. Be selective, summarize, and have a goal.

Lecture Don't tell people what's right or wrong. You've never been in their shoes.

Argue Some people are simply never going to agree with Bernie or you. That's OK. Thank them for their time, then move on.

Remember, you are the campaign!

Bernie Sanders does not run negative campaigns, values civil discourse, and embraces the common ground that we all share. His primary concern is and always has been the issues that affect us all. As the grassroots face of this campaign you should always try to act as Bernie would himself.

Conversation starters:

- "What issues are you most concerned about this election?"
- "Do you know anyone that's struggling with [student loans/health insurance/etc.]?"
- "Why do you think that only 14% of Americans approve of Congress is handling its job?"

But before you start that conversation...

Are you knowledgeable about Bernie's positions on these issues?

- Income and Wealth Inequality
- Campaign Finance Reform
- Racial Justice
- Climate Change
- Healthcare
- Civil Rights
- Foreign Policy

Can you respond to these common criticisms?

- "Bernie can't win!"
- "But he's a socialist!"
- "How is he going to pay for all of this?"
- "Voting for Bernie would split the Democratic vote."
- "He can't compete with Hillary's money."
- "Bernie doesn't appeal to minority voters."
- "He wouldn't be able to get any of his policies through Congress"

You don't need to know every aspect of every issue, every fact, or every statistic, but you do want to have a general understanding of Bernie's overall platform. If you don't know the answer to something, be honest! You can always guide the conversation back to one of the issues that you're more comfortable with. If there's a particular topic that you or a potential supporter would like to learn more about, feelthebern.org is a great resource.