

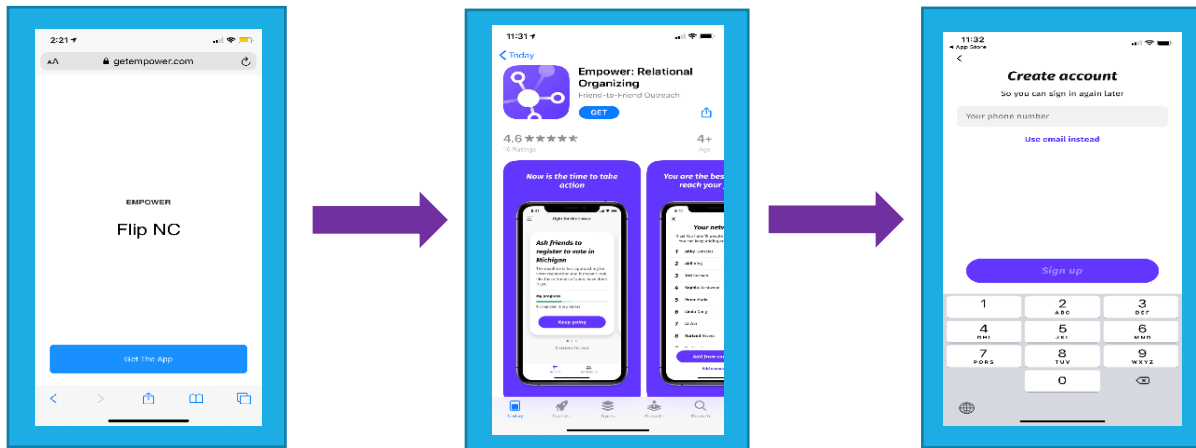


## EMPOWER GUIDE

**What is Empower?** *Empower is an app designed to make relational organizing easy.* Relational organizing is an innovative approach to organizing that centers on using personal connections to recruit volunteers, share information around voting, and make sure friends turn out on election day. Empower lets you track those conversations and connect that information back to voter files, which both helps you with knowing who to target and helps us with tracking our impact.

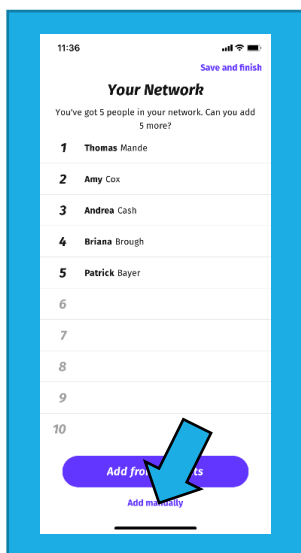
**This guide offers step-by-step instructions on how to get set up on the app and get started using it.**

### Step 1: Getting Started



To get started, first you're going to need to go to [getempower.com/flipnc](https://getempower.com/flipnc). Then click "Get The App," and download the app from the app store. Don't download the app directly from the app store – using the above link makes sure you go to our committee. Once you're into the app, create an account by entering your phone number (or email), Zip code, and name.

### Step 2: Building Your Network

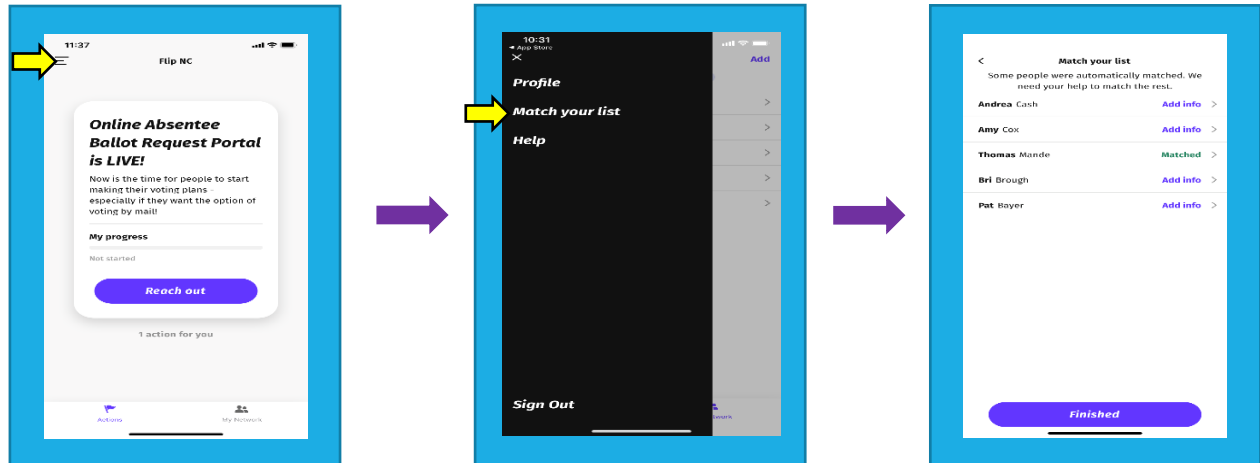


Next, you're going to build your network. These are the people you'll reach out to talk with or share information about voting. You might want to include family members, friends, neighbors, or anyone else who you would be willing to talk with about the upcoming election.

You're welcome to include both people who vote regularly and those who you don't think are likely to vote – we send out a variety of asks and different ones will make sense for different kinds of voters. Aim primarily for folks who you know are left-leaning, but if you want to throw in someone you think you could persuade, that's okay too.

You can add people to the app from your contacts or manually; either works totally fine. When you're done adding people, click "Save and finish" in the upper right-hand corner.

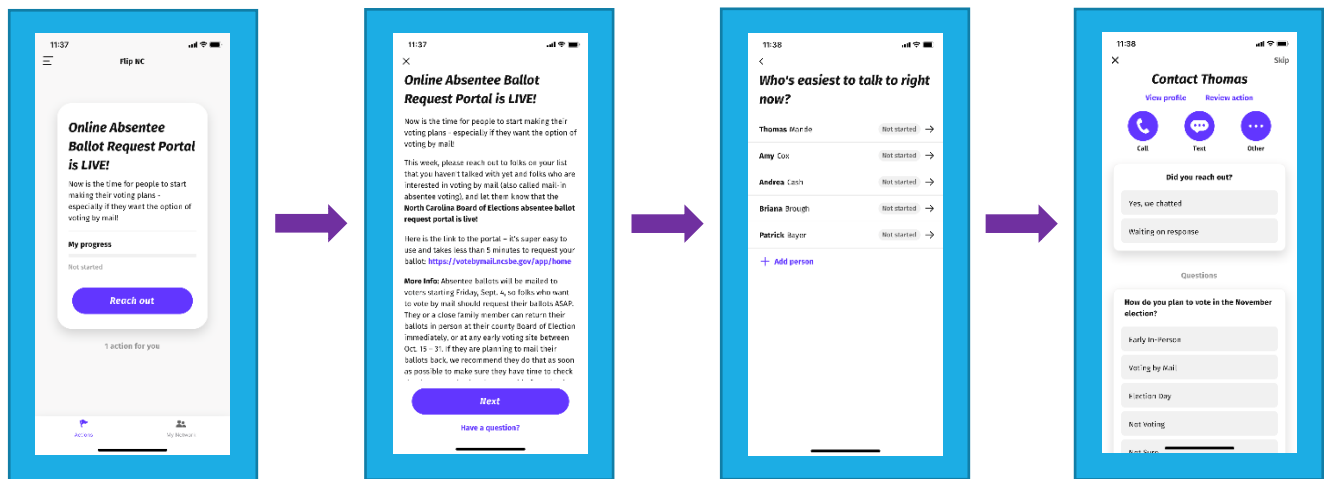
### Step 3: Match Your List



Next, you're going to match your list to the voter file. This is important because it lets us see which voters we're reaching and where they're located. It also allows us to turn on scores showing how likely your contacts are to vote, which can help you decide who to prioritize with different asks.

To match your list, first you're going to click on the three bars in the upper left-hand corner of your screen. Then you'll click "Match your list." After that you'll be moved to a screen that has your contacts listed and either "Add info" or "Matched" for each. You want to try and get all of your people to Matched – if you have their correct legal name and the app can't find them, it likely means they aren't currently registered in NC. When you're finished, click "finished."

### Step 4: Reach Out!



**Finally, reach out!** For your first conversation, start with whatever feels most comfortable for each person—maybe check in about how they're feeling about the election, see if they've thought about absentee voting, or tell them about what you're doing with FLIP NC and see if they'd be interested in joining you. We think it's helpful to think of this as a tool for organizing your personal networks, and it's going to be up to you to figure out what that looks like for you. We'll send out weekly calls to action, but in the end, we want you to do whatever makes the most sense for you and your people.

That's all we've got. Questions? Reach out to [briana@flipnc.org](mailto:briana@flipnc.org). Let's get organizing!