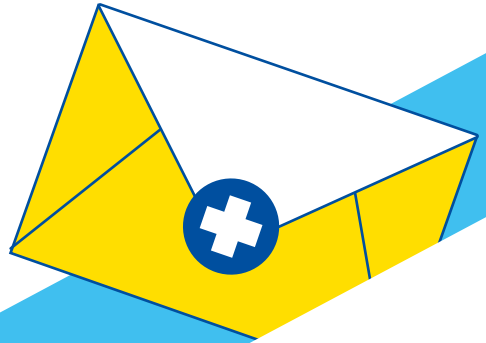


First Aid guide: convincing the undecided to vote for EU values



Since 2020, the Civil Society Hub, consisting of 29 individuals from 22 civil society organisations across 13 European countries, convenes to address populist movements and uphold liberal democratic values. The Hub focuses on enhancing the quality and innovation of projects related to these issues across Europe, fostering collaboration among its members.

In 2023, they collaborated to collect insights and conduct online surveys, culminating in the development of recommendations for the “Go to Vote for European Values” campaign. This initiative aims to mobilise young voters and undecided individuals, encouraging them to support the shared values of Europe through their vote.



Recommendations to civil society campaigners for effective communication with undecided voters

KEEP YOUR MESSAGING SIMPLE

01

Undecided voters, not leaning towards any political extreme, naturally seek inclusion but may require time to grasp complex issues, like deciding whom to vote for in upcoming elections. If campaigners simplify information and make it meaningful for the undecided, they stand a better chance of persuading them to vote for European values. Civil society organisations can serve as intermediaries, translating intricate policy commitments into accessible information for the undecided.



02

KEEP YOUR MESSAGING TRANSPARENT



Emphasise clear and transparent communication by straightforwardly presenting policies and information regarding the stakes of the upcoming elections. Focus communication on current affairs, avoiding exaggeration or sensationalism. Instead, present information realistically and honestly. This approach builds trust and resonates with undecided voters, who value authenticity.

IMPLEMENT VALUES-BASED MESSAGING

03

Instead of relying solely on statistics and facts, engage undecided voters with messages focusing on shared values and emotions, using personal stories of other voters and individuals engaged in the electoral process. Identify and mobilise undecided voters for maximum outreach during the campaign.



04

TARGET UNDECIDED VOTERS WITH A LOCALISED CAMPAIGN



Focus on identifying the undecided voters in your Member State by investing more efforts and resources. Adapt your messaging to suit regional differences, showing an understanding of each community's unique challenges. When undecided voters in different areas feel their vote matters and can bring about real change, they're more likely to make informed decisions. Use local influencers to amplify diverse voices within this group.

REACH DIFFERENT AGE GROUPS

05

Older generations often favour traditional media like newspapers and television, whereas younger individuals are more active online. Tailoring messages to each age group's preferred channels ensures broader reach and engagement.



06

IDENTIFY AND EMPHASISE SHARED VALUES IN YOUR CAMPAIGN



Engaging undecided voters involves finding common ground amid conflicting values. Avoid polarising narratives and concentrate on shared values to encourage dialogue and shift opinions. For instance, promoting collaboration among political parties and fostering inclusive dialogue can create a more welcoming political environment, particularly for those who feel excluded from such discussions.

STAY ALERT TO DISINFORMATION

07

While values-based messaging resonates with undecided voters, it's vital to acknowledge the risks of disinformation, particularly as this group is susceptible to populist influences. Civil society actors like the media, journalists, and watchdog organisations can play a crucial role in promoting unbiased reporting and fact-checking to combat disinformation, particularly on topics relevant to this group of voters.



