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On Behalf Of:
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Our old way of voting does not let us express ourselves when more than one candidate deserves our support, which is often the case. If two candidates are similar, they weaken each other's chances for success by drawing voters away from each other. This bakes division into our voting system because appealing to the majority is a losing strategy. Instead, candidates must appeal to fringe extremists to win an election. Voters who picked the "wrong" candidate lose their voice in the election. Worst of all, if there are 5 candidates in an election, the winner might have only received support from 21% of the electorate, yet still be a clear victor. The will of the people is not reflected in the old system.

Instead of voting for a single candidate, RCV allows voters to rank candidates in order of preference. In races where there can only be one winner, if no candidate earns a majority outright based on voters' first choices, the lowest vote-getter is eliminated. Voters for the eliminated candidate then have their ballot count for their second choice. The process repeats until one candidate earns a majority. RCV also works in races with more than one winner.

With ranked choice voting, voters are better able to express themselves and there is no spoiler effect when candidates are similar. Best of all, candidates are encouraged to put their best foot forward to attract more voters to include them somewhere in their lists by saying what they are "for" rather than who they are "against." As voters, we can then vote for everyone we think represents our views and still leave those who we do not think represent us well off our list. Compare that to the common sentiment of "hold your nose and vote for X" and it is easy to be excited to move forward to RCV.