

Resource

Our Work: Get Out the Vote

Get Out The Vote (GOTV) is an effective way to turn out the vote in your section and community. Here is one method for contacting voters to remind them to vote on Election Day.

Phone Banking:

Phone banking is an effective way to contact potential voters to create a vote plan with them. It's accessible and a fun activity to do as a group. Please refer to the "Vote Plan Script" for how to make a vote plan with people over the phone.

First, make sure you have everything you need to be successful:

- Phones for people to use - office or cell phones both work
- A space to call from, like an office
- Water and light snacks for volunteers
- Call lists, i.e. phone numbers for volunteers to call with space to mark responses
- Sign in sheet for volunteers
- Copies of your vote plan script

After you've gathered all the materials, assign roles to your leadership team for the day-of. Not all of the roles need to be by separate people, but they should all be filled. A good phone bank will be welcoming to volunteers and leave everyone feeling heard and valued at the end. Roles to be filled:

- Greeter: welcomes volunteers as they arrive and asks them to sign in
- Trainer: explains the phone bank and goes over the vote plan script you'll be using; takes time to let volunteers get comfortable with the script
- Debrief: asks people what went well and what was challenging at the end of the action
- Coach: mentors volunteers if they're nervous, had a rough call, or have questions
- Data captain: collects call sheets with notes and compiles information

A draft agenda for a 2.5 hour evening phone banking action:

5:30: Leaders arrive at the space to set up and prepare for volunteers

5:45: Volunteers arrive and are greeted at front door

6:00: Short training to welcome everyone, explain what they'll be doing tonight and why, give any relevant updates, and go over the voter plan script they'll be using

6:20: Volunteers start calling voters

8:15: Last calls

8:20: Volunteers give phone lists to data captain, debrief starts

8:35: Volunteers leave, leaders clean up space and leave

**Take time to debrief with the volunteers and the leaders. It will create a space for volunteers to talk about easy and challenging conversations they had. Volunteers are more likely to come back if they feel heard, valued and as though they're contributing to something bigger. It might be a good idea to share how many total conversations have happened so far throughout the GOTV campaign and specifically in their phone bank, so they see the big picture and how their volunteering fits into it.*

You don't need a lot of people to do a phone bank, as small groups can get through a large number of calls. When finding a space, consider how many volunteers have committed to coming. Phone banking can get a little loud, so keep that in mind when securing a venue - office spaces work well.

No matter your resources, phone banking can be a fun and easy way to stay civically engaged and remind people to vote! If you have questions about how to organize a GOTV phone bank, please contact Ari Conrad at ari@ncjwdc.org.