



## Get Out the Vote: Phone Banking

One effective way to Get Out the Vote (GOTV) in your section and community is through phone banking. Nonpartisan phone banking is a method of voter contact whereby individuals make calls to rally support for or opposition to a ballot measure, or in the case of GOTV, to ensure voters have a plan to get to the polls. When planning your phone banking events, remember the rules that govern NCJW as a 501(c)(3) tax-exempt organization. Our tax status allows us to advocate and educate only on policy issues, not candidates. While you cannot tell individuals to vote for a specific candidate, party, or ideology, you can emphasize the importance of voting. Additionally, you can express positions on ballot measures.

Phone banking is a great opportunity to develop new leaders, engage civically, energize volunteers, reconnect with NCJW members, and remind others to vote! If you have questions about how to organize a GOTV phone bank, please contact Hannah Cohen Smith at [hcohensmith@ncjw.org](mailto:hcohensmith@ncjw.org).

### The Basics

Phone banking is a fun and accessible group activity for new and seasoned advocates alike to take action. One of the goals of GOTV phone banking is for the caller to help the voter create a plan about when, where, and how they will cast their ballot. This visualization technique increases the likelihood that they will actually vote. Please refer to the call script later on in this resource for suggested language to use when speaking with a voter about their plan to cast their ballot.

To organize a successful phone bank, be sure to have the following:

- A dedicated individual, trained in phone banking, to train the volunteers
- Volunteers to make calls
- A draft agenda for those running the phone bank
- Assigned roles for those running the phone bank (see below)
- Phones for volunteers to use — consider office or cell phones
- A separate and dedicated space for calling, keeping in mind that phone banking can get loud. When finding a space, consider how many volunteers have committed to coming
- Water and light snacks for volunteers

- Call sheets, i.e. phone numbers of voters for volunteers to call with space to mark responses. *For an NCJW phone bank, we suggest calling through a list of section members and recording whether you were able to reach them, what the outcome of the call was, and whether they will need a follow-up call to remind them to vote. See the last page of this resource for a **sample call sheet**.*
- Sign-in sheet for volunteers, with space to collect contact information
- Copies of your vote plan script (*see the **sample vote plan script** below*)

You don't need a lot of volunteers to hold a phone bank — small groups can call a large number of voters.

## Assigning Roles

It's important that volunteers feel welcomed and valued. You can do this in many ways. Assigning roles to seasoned and emerging leaders can help ensure volunteers have a good experience and your phone bank is successful. *This is a great leadership development opportunity.* All of the roles below should be filled, and some people can take on more than one.

- Greeter: Welcomes volunteers as they arrive and asks them to sign in
- Trainer: Thanks volunteers; explains the phone bank; reviews the vote plan script and ensures that volunteers are comfortable with the script
- Coach: Mentors volunteers if they're nervous, have a challenging call, and/or have questions
- Data captain: If documenting online, sets up the spreadsheet and ensures volunteers understand how to use it. If using paper, collects call sheets with notes; compiles information
- Debriefers: At the end of the phone bank, thanks volunteers and debriefs with them about what went well and what was challenging during their calls
- Site Coordinator: Ensures all furniture, equipment, materials, food, etc. are set up before event starts

## Volunteer Engagement

Organizers should have regular communication with phone banking volunteers from recruitment to follow-up. In order to make phone bankers feel welcomed and prepared, here are a few essential steps:

- **Before:** Share the event schedule, any logistics they should know (location, travel, accessibility information, what to bring), and include an encouraging message, especially for first-timers
- **During:** Before calling begins, ensure everyone understands the purpose of the phone bank, why phone banking was chosen as the method of action, and the shared goals

- **After:** This is a great engagement opportunity for new and returning members alike. Take the time to follow up with a thank you note, email, or an invitation to have a one-on-one conversation with those who are looking to get more involved

### **Draft Agenda (for a 2-hour phone bank)**

- 30 minutes before: Leaders arrive at the space to set up and prepare for volunteers
- 15 minutes before: Volunteers arrive and are greeted at the front door
- Start time: Short training to welcome volunteers: start with introductions, explain what they'll be doing and why, provide any relevant updates, explain call sheets and notes needed, and review the vote plan script they'll be using
- 30 minutes: Volunteers start calling voters
- 90 minutes: Volunteers make their last call
- 100 minutes: Volunteers turn in call sheets to data captain with information\* about whom they called and who answered; begin debrief\*\*
- 120 minutes: Volunteers leave, leaders clean up space

*\*Please see the **sample call sheet** on the last page of this resource.*

*\*\*Always take time to debrief with the volunteers and the leaders and thank them for their important contributions. Provide a space for volunteers to talk about their rewarding or challenging conversations, and discuss how they might handle the call differently next time. Acknowledge how many total conversations have happened so far throughout the GOTV campaign and specifically the number in this phone bank, so they see how their volunteering fits into the bigger picture. All of these efforts help ensure that volunteers are invested in the effort and are thus more likely to stay engaged.*

## Get Out the Vote: Phone Banking Call Script

This is a script for making a vote plan with potential voters - like people in your NCJW section. When people visualize going to vote, they're much more likely to show up on Election Day. It's also a great way to engage your local NCJW member!

### Sample Script:

Hello, may I please speak with \_\_\_\_\_? My name is \_\_\_\_\_ and I am from the National Council of Jewish Women \_\_\_\_ (Section Name) \_\_\_\_\_. I am calling to remind you that an election is coming up in your district and want to offer a friendly reminder to vote on \_\_\_\_ (date of election) \_\_\_\_.

Can we count on you to vote?

#### ***If no:***

I'm sorry to hear that, is there anything holding you back from voting? Can I help you figure out where and when you can vote on Election Day? *(If yes to wanting help on voting, see below to help them plan to vote.)*

Thank you very much for your time. If you change your mind and decide to vote, a reminder that polls are open from \_\_\_\_ to \_\_\_\_\_. All elections are very important and every vote will count.

#### ***If yes:***

Great! Do you know what time you are planning to vote: Morning, Afternoon, or Evening?

That sounds great! As a reminder, polls are open from \_\_\_\_ to \_\_\_\_\_. Do you know where your polling place is? (If no, look up their polling location on your county or state election website)

Great! Do you need a ride to vote, information on public transportation information? Do you have access to childcare if you need it? *Only ask this question if you are prepared to connect them with resources to help with transportation or childcare, or help them think through talking to families or friends who could help.*

Do you know another voter you could bring with you?  
Thank you so much for voting!

*Remember to be conversational. Even if they've already voted, use this opportunity to highlight upcoming section events or other opportunities with NCJW. Show people you're invested in them as members and fellow advocates, not just as voters.*

***If already voted:***

Great, I'm glad to hear that! Do you know other folks who haven't voted yet? Could you remind them to vote, too?

*If enthusiastic:* Would you want to volunteer with us to remind fellow NCJW members to vote? (If yes, connect them with the phone bank coordinator or take down their information to give to the coordinator in your section.)

***If voicemail:***

Hi, this is \_\_\_\_\_ calling for \_\_\_\_\_ and I'm a volunteer with National Council of Jewish Women \_\_\_\_ (Section Name) \_\_\_\_\_. I'm calling to remind you about the upcoming election on \_\_\_\_\_. All elections are incredibly important, so we want to remind you to vote.

Polls will be open from \_\_\_\_\_ to \_\_\_\_\_ on \_\_\_\_\_.

We look forward to seeing you at the polls!

**Best Practices:**

- Be conversational. Use the script to inform the questions you ask. Try not to read directly from the script
- When speaking on the phone, smile – it makes a difference in how you're heard
- Use these calls as an opportunity to highlight upcoming section events or other opportunities with NCJW. Show people you're invested in them as members and fellow advocates, not just as voters
- Keep calls brief
- Don't discuss candidates or political parties with voters, keep it [501\(c\)\(3\) compliant](#)
- Record necessary responses\*, such as if the voter has already voted.

*\*Collect the following information: not home/no answer, had a conversation, wrong address/number, deceased, refused to talk/do not call, and wants to volunteer with NCJW. This will allow you to know whom to call again, who needs to update their contact information, and who else would like to join the next phone bank. To view an example, see our **sample call sheet** on the next page. Recording responses helps the phone bank coordinator organize their next phone bank and ensures people don't receive repetitive calls or a second call after they've refused.*

### Sample Call Sheet\*

Date of Phonebank: Month / Day / Year

Name	Phone Number	Address	Zip Code	Email	Contacted?	Section Member?	Notes
Amanda Lang	(212) 870 - 2738	475 Riverside Drive, Suite 1901	10115	alang@ncjw.org	No answer	Yes	
Ari Solomon	(202) 375 - 5073	1707 L St NW DC	20036	Asolomon@ncjw.org	Yes	No	Didn't know where their polling place was. Confirmed location for them.
Lindsay Morris	(202) 375 - 5066	1707 L St NW DC	20036	Lmorris@ncjw.org	No answer	Yes	
Chloe Hernon	(123) 456 - 7890	123 Main St, NYC, NY	10013	noemail@noemail.com	Yes	Yes	Unsure if she has a ride to the polls. Call back to follow up.
Lainey Potter	(202) 232-5483	1658 Columbia Rd NW, Washington, DC	20009	Unknown	Refused	No	Will not vote
Hannah Smith	240-509-5507	240 Main St, DC	20030	Unknown			
David Green	321-543-6543	123 Main St, DC	20016	Unknown			
Sandra Grey	455-455-4555	10 1st St, DC	20001	Unknown			
Elaine Levin	888-888-8888	700 2 <sup>nd</sup> St, DC	20001	Elevin@sample.org			

\*Call sheets should be pre-filled with names and phone numbers, and any other information already known – like membership status. Volunteers will fill in the “contacted” and “notes” columns during their calls. For events with access to the internet and computer resources, consider using a google spreadsheet. Or invite volunteers to bring their laptops.