

How to Phone Bank

The research is clear. The most effective way to increase the number of people voting is to have a personal conversation with them right before an election. If you live in the district, go canvass (i.e., knock on doors). If you prefer not to canvass, or don't live in the district, then phone banking is the way to have those personal conversations.

Phone banking is not about convincing anyone of anything – it's about having brief chats with voters the campaign has already identified as being supportive.

Ok, on to the mechanics of how it works.

1. Your candidate's campaign will connect you to the phone banking system they use, and will give you a script to follow. You'll have time to review it and get comfortable with it.
2. Once you're ready, you'll call a voter and let them know you're volunteering with the campaign. You'll ask them if the candidate can count on their vote.
3. After that, you'll confirm with them where their polling place is. (Again, the campaign will provide you with that information.) Thank them, and then hang up.

Seriously, that's it. You'll get a lot of answering machines – the campaign folks will tell you how to deal with those. Most likely, they'll direct you not to leave a message so that another phone banker can try again later.

TIPS: Smile as you make the call, as it will make you sound friendlier. Speak clearly, and treat everyone with respect.

Remember, the campaign will only give you numbers for voters they know are supportive. Those folks want a Democrat to win the election, too! And, as a bonus, your call helps the voter hear, firsthand, that they are part of a larger community who also support the candidate.

Start with a couple of calls, then take a break. Then make a few more. There is no pressure to make a gazillion calls. But just like small donations can add up, a few calls to registered voters can add up, too.