# How to on Phone Banking



**Phone banking is a very effective way to generate buzz about an event and keep recruitment levels high. We are using phone banking as a tool to promote our event and see if people who are attending have questions or need assistance with housing or busing issues. Calling people can be a fun way to gauge the progress we have been making on the event, because the more people we get to sign up, the larger and more effective the rally will be. Here is a how to guide to set up your phone bank.**

1. Find an open and quiet space. If you can't find a space with multiple phone lines, you can always ask attendees to bring their cell phones. Here's some ideas of where you can host:

   • Rooms in community centers, schools, churches

   • Private homes

   • Any business with a meeting room

2. Invite as many people as possible to attend your phone bank. Make phone calls and tap into your network of friends, neighbors, and colleagues to find volunteers.

3. You'll want to print out the following items:

   • informational flyers with more ways to get involved

   • scripts and call lists.

   Of course don't forget to bring pens so people can mark their responses.

4. Be sure to make reminder calls to everyone who has signed up online or has told you verbally they plan on attending. Turn out will increase dramatically if you ask them for a firm commitment.

5. Create an agenda for your phone bank

## Sample Agenda For Your Phone Bank

This agenda is meant as a suggestion to guide you through your phone bank. Feel free to adjust the agenda to best suit your neighborhood and participants.

**Welcome and introduction**
If possible, have each person introduce themselves by name. Also be sure to explain why you're phone banking today and what the group's motivation and ultimate goals are.

**Set expectations**
Share your goal for the number of calls you are trying to make and the number of people you are trying to reach. Display that goal on butcher paper or poster board for all to see.

**Hit the phone lines!**
Be sure to accurately record your results as you are making the calls. Take down names, numbers and information about the people you are calling.

**Debrief**
At the end of the phone bank have everyone tally up the number of calls made and the number that were successful contacts. Gather the information and make sure the data has been entered or will be.

## Things to Remember while Making Calls

**Smile!** This is the most basic rule of voter contact. If you sound like you are enjoying yourself, people will be more interested in engaging in conversation with you and discussing what issues are important to them. Even on the phone, people can tell if you are smiling!

**Follow the script, but speak from the heart.** You will have a script to help you engage voters. But think of it as a guide. You will always be more effective if you can clearly and concisely explain what inspired you.

# Sample Script

"Hello, this is _____and I am a volunteer with [_____]."

"Do you have a few minutes to talk?"

** IF THEY DO NOT, VERY IMPORTANT TO ASK WHEN IS A GOOD TIME TO CALL BACK.

"I'm calling about a major campaign we're in the midst of, *Stop the Frack Attack*. It is a campaign against fracking and all of the government loopholes that allow it to continue."

"Are you familiar with fracking or Stop the Frack Attack?"

** Wait until they answer....

[If they are familiar, you can say:] "I'd be really interested in hearing your thoughts on it."

[If they are not familiar with fracking, explain some of the basics.]

"We are having a major event on Capitol Hill on July 28th and we would love for you to come, would you be interested?"

"Do you have any questions about the event?"

"We have housing and busing options available for people coming from out of town to the event, would you be interested in either of those options?"

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Please feel free to e-mail us at info@stopthefrackattack.org with any questions or concerns!