

How-to: Phonebank

Goal

Contact petition signers to get them more involved in your campaign.

Best Practices

- Set phonebanking goals
 - Making phone calls is the best way to contact someone once they sign a petition.
 - It's more personal than email and gives you calculable results.
 - Like petitioning, your group will be more focused and successful if you set goals for contacts and yeses while phonebanking.
- Brainstorm asks
 - Think about what you need people to do before you start calling.
 - Lead with the most important thing they can do, but be ready with a second ask. The key is to get them more involved at whatever level they can help. Some common asks:
 - Come to your next meeting?
 - Help collect more signatures?
 - Make a phone call to your target?
- Don't do it alone (if you can help it).
 - Phonebanking (a.k.a. funbanking) is way more fun with a buddy or two. Make it a group activity if you can.
- Smile while you dial!
 - You may not notice it, but if you smile while phonebanking, your friendliness comes through on the other end.
- Use phone ear glue.
 - You can't buy it in a store, but it'll help your phonebanking rates if you keep your phone to your ear as much as possible. Don't take long breaks between calls – just long enough to track your conversations.

How-to

- 1) Set goals for your phonebank
 - How many yeses do you need?
 - Remember the rule of halves
 - Half the people you contact will say yes to your ask
 - Half the people who say yes will follow through
 - You can expect to contact about 10 people/hour
- 2) Get your phonebanking materials ready

- The list:
 - If you're calling with a group, make sure you have enough phone numbers for everyone to call (expect a rate of 10 contacts/hour).
 - If you don't have enough numbers – collect more petitions to get them!
 - You should call everyone on your list, whether or not they checked the volunteer box, just make sure you take them off if they ask not to be contacted again.
- The “rap” (or script):
 - Just like with petitioning, a phonebanking rap is important to have so that everyone is giving the most compelling pitch, especially for new volunteers.
 - Rap structure:
 1. Introduction
 - “Hi, is this ____? Hi! My name is ____ and I’m a volunteer with Food & Water Watch!”
 2. Context: briefly explain the problem, solution, and why we need they're support
 - “Fracking threatens our water because....”
 - “We’re fighting back by...”
 - “We’re building grassroots support in our community to show __(target)__ that he/she should ____ (your campaign goal)_____.”
 3. Strong ask
 - “Can you come to our meeting tomorrow?”
 4. Thanks! Confirm details
 - “Great, we’re looking forward to seeing you at ____ (date, time, location)_____!”

3) Track your calls

- Make sure everyone keeps good records while they phonebank.
 - Add columns onto your excel file for:
 - Contacted?
 - Yes (Y), No (N), or Left Message (LM)
 - Response
 - Yes, No, Maybe (to what you're asking)
 - Other notes
 - Is there other useful information you should remember about this person?

- e.g. they own a coffee shop, have a relationship to your target, are a member of the media, etc.
- Keep track of who you contacted, what they agreed to, and any notes, so you can refer back the next time you contact them.

	A	B	C	D	E
1	First Name	Phone	Contacted?	Coming to event?	Other notes?
2	Jerry	870-741-7150	N		
3	MaryLou	482-921-9326	Y	Y	She can bring cookies
4	Deborah	360-840-5067	N		
5	Linda	203 696-0806	LM		
6	Diane	561-846-0213	Y	N	Might be able to make the next meeting

