



Guide to Running Your Own Phone Bank

Passing health care reform in this country shouldn't come at the cost of women's reproductive rights. With your help, we're going to make sure the anti-choice Stupak amendment never becomes law. Here's a guide to help you organize your own successful phone bank using techniques and tips learned from the Obama Campaign and Organizing For America.

BEFORE YOUR PHONE BANK

STEP 1: Find a Location

You can have a successful phone bank just about anywhere. A private home, a local coffee shop, an empty office. You just need a place that is comfortable, relatively quiet, and has convenient parking for your volunteers. *You do not need to provide phone lines.* You will ask your volunteer callers to bring their own cell phones and chargers.

STEP 2: Create And Register Your Phone Bank Online

Take a moment to create your phone bank online:

<http://action.firedoglake.com/page/event/create>

Creating your phone bank online means you'll get your own page for your event, be able to send an invite to your friends, track who is planning on attending, and send details and reminders to your attendees.

Next, register your phone bank online: <http://tinyurl.com/OVFCphonebank>

That way we'll know exactly where to send lists and scripts.

STEP 3: Build Your Team

It's always a good idea to have several friends who can work together to organize a phone bank. Tasks should be agreed to beforehand. Organizers can certainly multi-task, but you will need to make sure the following bases are covered:

- A host to secure the location, register the phone bank, and make sure there are light refreshments for callers.
- A volunteer coordinator to recruit callers and to follow up on RSVPs
- A data "manager" – All call lists and scripts will be emailed to you as a pdf file and/or an excel spread sheet. Someone will need to be responsible for receiving call lists and scripts, collecting completed call lists and getting that data back to "One Voice For Choice" once the phone bank is over. At a minimum, you will need a computer with an internet connection and a way to print out lists and scripts sent via email.

STEP 4: Recruit Volunteers

RECRUIT! RECRUIT! RECRUIT! You can recruit from your circle of friends, put the word out to Face Book, or find activists in your neighborhood to spread the word. Give them your phone bank link so they can sign up online.

STEP 5: Prepare All Your Materials

A list of items you should have ready.

- Sign in sheets for your volunteers (including names, phone numbers and email)
- Print up call sheets and scripts
- Have clipboards for each caller prepared with call lists, scripts and a pen for marking

STEP 6: Make Reminder Calls

Be sure to make reminder calls to your volunteers in the days leading up to the phone bank. Turn out will increase dramatically if you ask them for a firm commitment.

DURING YOUR PHONE BANK

Sign in your volunteers

Gather volunteers for a brief orientation and distribute materials

- Start with brief intros of phone bank hosts and coordinators (names, responsibilities)
- Review goals/purpose of phone bank
- Distribute call lists and scripts. (*Helpful hint: the more call sheets you give a volunteer, the more calls they are likely to make. If you hand out only 1 sheet at a time, that may be all the calls your volunteer will make. If you hand out 5 sheets, then you'll create an expectation and a goal for that volunteer that will be more productive.*)
- If applicable, mention future phone banks that they can sign-up for next time before leaving.

Helpful Hint: KEEP IT FUN AND KEEP YOUR VOLUNTEERS WELL FED!

On the Obama campaign, our most successful phone banks were the ones that also created the greatest sense of community. Volunteers were always made to feel that their contribution, no matter how small, mattered, and that their commitments of time and effort were always appreciated. That, and they had the best food!

AFTER YOUR PHONE BANK

Send Data Back To "One Voice For Choice"

It's extremely important that we get the results of your phone bank as soon as possible. We will give you an email address and instructions to send back completed excel forms, or if needed, a fax number to fax back the marked-up paper lists.

We would also like you enter info of people who volunteered at your phone bank so we can keep everyone engaged as this fight goes forward. Enter the info here:

<http://action.firedoglake.com/page/s/stupaksignup>

Thank your guests

Send a personal email thanking everyone who participated in the phone bank. Be sure to stay connected with your fellow volunteers and get ready for the next action!

Congratulations

Congratulations, you are making the change you voted for possible. Now begin planning your next event. It's up to each one of us to keep this movement going. Thank you for all your hard work!