

Developing a Volunteer ‘ASK’

Scenario: An election is a critical opportunity to elect in candidates who will support state workers on our issues once they get to Sacramento.

You want to turn out at least 20 people to make phone calls in support of one of our most important candidates next Thursday night.

Develop your turnout “ask” using the prompts below.

1. Give a clear message about why the electing this candidate is important. Make it real, not robotic. Connect with the person you are asking in a friendly way.
2. Describe the action you’re asking the person to turn out to (phone bank, distribute signs, etc.). Explain how it fits into the larger campaign and why their participation makes a difference.
3. Ask the person to do the specific thing you want them to do. This should be a clear YES or NO question.
4. Answer any questions or doubts. Stay focused! What questions do you expect will come up?
5. Wait quietly for their answer. Let it be a little bit uncomfortable! Thank them for their support.

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