

# How to Train a New Volunteer for a Phone Bank

## *Welcome and Introductions*

If there is a group being trained, ask people to introduce themselves and give their name and what DLC or worksite they are part of.

Explain the importance of the race or issue you are phone banking about. Give specifics about the party of the incumbent, that it is important that we get the 2/3rds vote, who will be a leader for our issues and who will be against us. Describe details for your volunteers so they will be able to answer questions that come up in the phone conversations.

## *The Message*

Because this is a conservative district, it's critical that we stick to the message. We did polling in the area and found out what will move voters and that's what we are basing the 'rap' and our mailing on.

After handing out the information sheet (above), give them a few minutes to read it through and answer any questions that come up.

Next, hand out the script (rap) for their calls and their check list for these calls.

Explain the various sections of the checklist and explain what everything means.

At this point you might want to ask a few follow-up questions to make sure they understand the pieces of this phone bank, and that they can answer the voter's questions on the phone.

Finally, go over the Tally Sheet and explain the details of each section and why it is important to fill it out thoroughly.

- We are doing an independent campaign, meaning that we aren't the entire campaign and we don't represent our candidate, but we do support her.
- When we talk to voters we will be talking on behalf of the local teachers and nurses and firefighters and letting folks know why we think she would be the best candidate.
- There are over 238,000 voters in this district. Because it's a presidential election year we expect most people will go out to vote so our job isn't to convince them to vote, but to vote for our candidate.

## Our Focus

- We are focusing on Democrats who don't vote regularly, and who might go out to vote for president but not vote down the ticket for their Assembly candidate. There are about 42,000 of these voters.
- We will be talking also to 'Declined to State' voters, people who aren't registered as either a Democrat or a Republican. We need to convince them to vote with us - and there are almost 35,000 of them.

## Large District

This district goes across several counties - we are focusing mainly in the Sacramento and San Joaquin counties, including Elk Grove, Stockton *Campaign Overview and Goals*

Here is a sample of the kind of information volunteers will need in a document they can read and keep with them while they make their phone calls. The specifics here are not what you will use, but this is the kind of information and the amount of detail that you should provide your volunteers.

### The Candidate

- Strongly supports adequate funding for public services
- Is a successful business attorney who will use their skills and knowledge of the business world to create jobs in our community
- Will be a fresh voice in Sacramento and have common sense solutions to our state's budget crisis

### The opponent

- Is a Republican who has been a City Councilman and county Board Supervisor
- Has a history of wasting taxpayer funds and being fiscally irresponsible
- Was one of the only Republicans named in the annual 'Piglet Book' put out by taxpayer advocates for the worst examples of government waste

### This will be a tough race

- Democrats and Republicans have almost the same number of voters and the area is known for being fairly conservative.
- , Lodi and Rancho Cordova.

- To reach all of the voters we'll have 20 'phoners' and 30 walkers talking to voters six days a week for the next 28 days and hopefully hundreds of volunteers working.
- We are getting a lot of 'Undecideds,' so it's very important that people give more information, as the rap shows, then ask for their support again. This may be the only time we talk with these voters so we need to make sure they get enough information.