



Phone Banking Tips & Tricks

Set yourself up for success

- Using earbuds or headphones can help you focus on the conversation you are having, make it easier to dial numbers, and tune-out some of the extraneous noise from other conversations.
- Get comfortable! With a laptop/tablet and cell phone you can phone bank from almost anywhere - kitchen table, couch, recliner - it's up to you! Find a place that's comfortable, and a bit spread out from those around you.

Have the right expectations

- Don't get discouraged if you aren't getting a lot of people to talk to you. Connecting with 15% - 20% of the people you dial is pretty standard during a phone bank. The folks you talk to could be the difference!
- Take nothing personally. If somebody is rude to you or hangs up, shake it off and move on to the next call.

Be the kind of person you'd want to talk to.

- Smile lots. Even if they can't see you people on the other end of the line can tell.
- Talk like a regular person. Don't be a robot and read directly from the script.

Have a conversation, rather than talking at people.

- Make the script your own - experiment and figure out what works best for you.
- Connect voting to their lives and the issues they care about.
- Stress the importance of THEIR action. Tell them why they should pledge to vote.

Stay on message.

- Don't get into a heated policy debate over a specific issue. Always remember that the goal is to turnout Democratic voters.
- There's enough bad stuff in the news - don't spend your whole conversation with a voter talking about how the world is coming to an end. This is an opportunity to inspire people to get involved and fight for the changes they want to see in the community.