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October 1st, 2020

**LWVUS ORGANIZING BI-WEEKLY TRAINING SERIES**

# Direct Voter Contact: Executing a Field Strategy

*How Phonebanking Can Elevate your Work*



**ORGANIZING TEAM, LEAGUE OF WOMEN VOTERS OF THE U.S.**

# Housekeeping

- This meeting will be recorded to keep accurate notes to share with attendees after the call.
- If you are not speaking, please mute yourself to minimize distractions.
- If you have any questions or thoughts throughout the call, please feel free to drop them in the chat box. Staff will be monitoring the chat box.
- A follow-up email with additional resources and link to the recording will be sent out after the training.

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# Community Norms



Bring your full self and limit distractions.



Use the chat box to add thoughts, experiences, and/or questions



What is learned here, leaves here.



Use active and reflective listening



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# LWVUS Organizing Team

# Agenda

- 1. What is Direct Voter Contact (DVC) and Why is it Important?**
- 2. Working with Partners to Phone Bank**
- 3. Running your own Phone Banks**
- 4. Q&A**
- 5. Next Steps**

A decorative graphic consisting of several concentric, wavy bands in shades of red and blue, forming a circular shape around the text.

# Entry Poll

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# Objection Response

## How to overcome obstacles to participation

- "I don't want to bother people"  
You're not bothering people; you're helping them be informed voters!
- "I don't want to make phone calls"  
We need all hands on-deck to make sure that no voter is left behind! Opportunities are limited right now, and phonebanking is a tried-and-true way to make change.
- "I'm not good at talking to people"  
That's okay! Everyone goes through a training and you will have a script guiding you through calls! You don't have to be an extrovert or an expert.
- "Phone calls aren't even effective"  
Studies show that phonebanking actually helps increase voter turnout by at least 3.8%!
- I've done it before, but I had a bad time.

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# Meeting the Moment

## **Why are we talking about this today?**

The election is only 33 days away! Most of your focus is on GOTV efforts. That is GOOD!

## **Your partners and community may need more help.**

- Affordable Health Care
- Reproductive Rights / Bodily Autonomy
- Immigrant Rights
- Common Sense Gun Policy

## **We want to start planning for beyond the election!**

These skills will be useful to you outside of election cycles. The fight for voting rights and for the issues at stake in this election go beyond 2020.



# What is Direct Voter Contact (DVC)?

- DVC: Communicating **one on one** with a voter to convey a specific message.
- **Who are you?** The trusted messenger who is speaking on behalf of a cause or organization.
- **Who are they?** A voter who has the potential to support your cause or organization.

# There are multiple forms of DVC

- Postcards
- Phonebanking
- Textbanking
- Canvassing

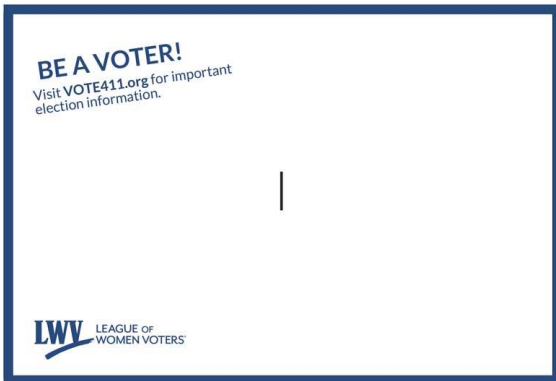
**Thrutalk**



 **HUBDIALER**<sup>SM</sup>



**Thrutext**



**LWV**

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# Why is Phonebanking important?

**You get to have a 2-way conversation with voters**

Allows you to:

- Share your personal story
- Find out what is important to them
- Collect useful data
- Provide them with personalized information
- Do objection response where necessary
- Create a sense of trust in the League

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# The Tools You Need

- NGP VAN (Voter Activation Network)
  - Partners with access
  - State Voices
- Voter File
  - Can be found at your local Registrar's office



## Client Services

The Virginia Department of Elections (ELECT) provides, at a reasonable cost to **qualified persons or entities**, several different lists of those who voted and registered voters. More information on the types of lists available are below.

### Data available for sale

- **Registered Voters List (RVL)** - a list of all registered voters in a specified jurisdiction, legislative district, election district or statewide.
- **List of Those Who Voted (LTWV)** - a list of those persons who voted in a primary, special or general election in a specified jurisdiction, legislative, election district or statewide.
- **Newly Registered Voters List (NRV)** - a list of those persons who registered on a selected date in a specified jurisdiction, legislative district, election district or statewide.

# Phone bank with No On 3!



Working  
with  
Partners



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# Why it's worth joining existing efforts

## Commit

Show commitment to your community while building stronger relationships with partners

## Track

Track League involvement in coalition efforts

## Collect

Collect data that helps understand League's impact on various issues

## Practice

Great practice for Leagues who are interested in creating their own direct voter contact events

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# Identifying Opportunities

## Questions to ask:

- Who are our existing partners?
- What information do our partners need to collect?
- What issues are important to our community?
- How can we contribute volunteers to our coalition efforts?

## Actions to take:

- Suggest cohosting an upcoming event
- Recruit League volunteers to make calls/send texts
- Share volunteer opportunities on your platforms
- Participate in volunteer leadership training when possible

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# Examples

- **LWV of Missouri partnering with Clean Missouri** to remind voters to Vote NO on Measure 3, which would undo the redistricting reformed passed in 2018
- **LWV of Florida partnering with the Poor People's Campaign** to register voters, provide ballot information and aid in requesting vote-by-mail ballots
- **LWV of Amherst partnering with MA Voter Table and MassCounts** to make phone calls for Census Action

**Drop more examples in the chat!**





# Creating your own Phone Banks

- Why is it strategic for the League to run phone banks?
  - Design your Questions
  - Execute your Strategy
  - Directly reach Communities
- What do you need to run your own?
  - VAN or the Voter File



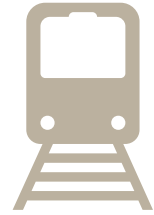
# Running Your Own Phone Bank



Prepare



Build your team



Train your volunteers  
and make some calls!



Collect data and  
follow up



Repeat!

# Prepare: questions to ask before running a phone bank

- Why are you calling voters?
- Which voters are you calling?
- When are you calling voters?



# Build Your Team

- Develop a leadership team to help you with the execution of these steps. Possible Roles:
  - Recruitment captain
  - Training captain
  - Technical support captain
  - Reshift captain
  - Data captain
- Recruit Volunteers
  - Use OutreachCircle to recruit
  - August 20-21: Volunteer Management Training



# During your phone bank

## Train Volunteers

- Train volunteers on the script, the purpose of the calls, and how to mark data

## Make Calls together!

- Doing it together is a great way to build community and make it less scary for people doing it the first time!

## Make sure you debrief with your volunteers after!

- This is a great opportunity for you to learn how you can better prepare volunteers next time, as well as remind these volunteers why the work they did was important and valued!

## Reshift!

- Before they leave your event, make a plan for when you will see them again

A close-up photograph of a person's hand holding a pen with a red, white, and blue striped pattern. The pen has the text "League of Women Voters" visible on it. The hand is positioned over a document with some text and a table. The background is blurred, showing green and purple colors.

# After your phone bank

- Collect data
- Follow Up
  - With Volunteers
  - With People You Called (if relevant)



**Repeat!!!**

- The more often you run phone banks, the more natural it will feel.
- Volunteers can grow into Volunteer Leaders and help you run future phone banks!
- Even just a few conversations with voters add up over time.



# What support can the Organizing team give you?

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On a Case by Case Basis:

- Train the Trainers
- Support on Script Development
- VAN Training
- Trainings on how best to collect and use data

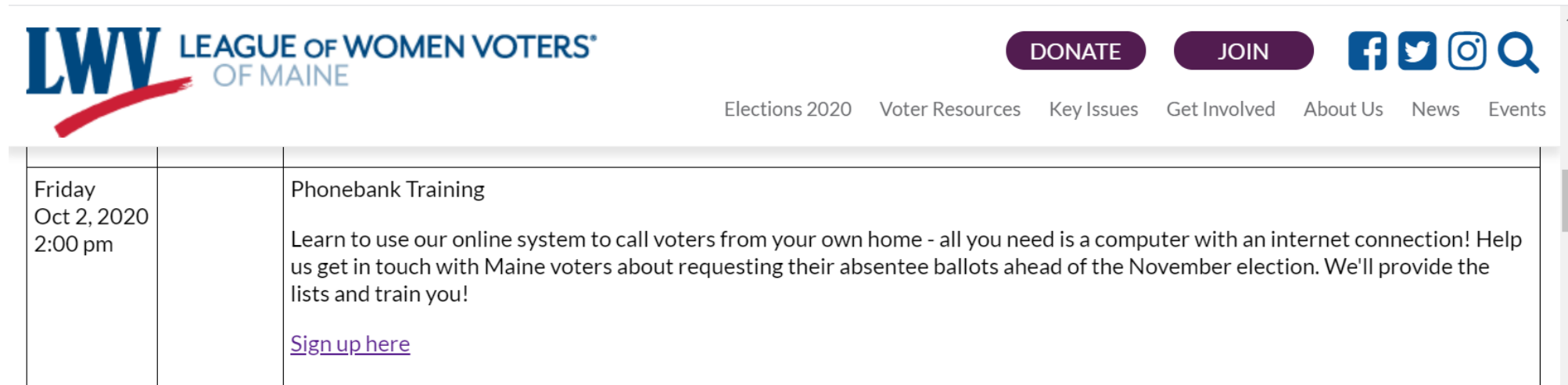
Existing Resources from LWVUS:

- [GOTV Toolkit](#)
- [GOTV Training Recording](#)
- Volunteer Management Training Recording: [Day 1](#), [Day 2](#)
- [Volunteer Management Tip Sheet](#)



# Examples

- LWV of Maine



The screenshot shows the LWV of Maine website header with the logo, navigation menu (Elections 2020, Voter Resources, Key Issues, Get Involved, About Us, News, Events), and social media icons (Facebook, Twitter, Instagram, Search). Below the header is a table with one event entry:

Friday Oct 2, 2020 2:00 pm	Phonebank Training
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Learn to use our online system to call voters from your own home - all you need is a computer with an internet connection! Help us get in touch with Maine voters about requesting their absentee ballots ahead of the November election. We'll provide the lists and train you!

[Sign up here](#)

- LWV of DC

**Drop more examples in the chat!**





# Exit Poll

A red icon depicting two stylized human figures. The figure on the left is slightly behind the one on the right. Above the figures is a red speech bubble containing a white question mark. The entire icon is set against a white circular background with a thick, dark blue, hand-painted border.

Q&A

# Next Steps:



- Contact [organizing@lww.org](mailto:organizing@lww.org) with any questions, comments or feedback!
- RSVP:
  - **October 8th:** Racism and Redistricting Event from 7-8:30 pm ET
  - **October 13th:** Bring your Own Ballot Community Call from 3-4:15 pm ET
  - **October 15th:** GOTV Training from 3-4pm ET
  - **October 29th:** Active Bystander Training from 3-4:30 pm ET
  - **Every Friday:** OutreachCircle office hours from 1-2 pm ET
- Check out the [Organizing Resource Page](#) for registration links and more!

