



## Friendbank Frequently Asked Questions

This FAQ is designed to answer basic questions around what a friendbank is. If you are looking to host your own friendbank and want further guidance, check out our [Friendbank Resource page here.](#)

### ***What is a friendbank?***

Like a textbank or phonebank, volunteers will reach out to individuals to encourage them to take action; except instead of contacting strangers from a voter file, we will be reaching out to our own contacts! Friendbanks are especially effective because people are more likely to act if they have been asked by a trusted messenger—like you!

### ***Why is friendbanking strategic?***

Friendbanking is one method to practice relational organizing. Relational organizing is the strategy by which people tap into their own networks to increase the base of engagement around an issue or goal. Because the people we are contacting already have some level of personal connection with us, they are more likely to care about what we care about and take action. Think about the difference between getting a personal recommendation for something like a movie, restaurant, book etc., from a friend or acquaintance versus seeing an ad for it! Which is more likely to convince you to try it out?

Our friends and family may care about the same issues we do, but not have the same information we have about how to get involved. Many people are simply waiting for that personal invitation to take action. We get to invite them into this work and give them an opportunity to participate in democracy reform! Not only do we get to invite them to use their personal and political power, but we move towards our own goals of passing these important reforms by expanding our base (our network of informed, engaged, supporters who are equipped to take action).

### ***What do I need to host a friendbank?***

To host a successful friendbank, we recommend you focus on a clear ask of your network (i.e., to share an action alert or sign a petition), create a plan for outreach and volunteer recruitment, and develop a way to track metrics of how many people were reached. Luckily for us, OutreachCircle is a tool that provides all these capabilities in one place!

Want to learn more? [Check out our Friendbank Resource page here.](#)

### ***What is OutreachCircle?***

OutreachCircle is a digital platform and relational organizing tool for organizations and campaigns to keep their supporters up to date and share all the ways people can get involved. OutreachCircle allows supporters to volunteer in their spare time, whenever and wherever that may be. Through OutreachCircle, LWV members and supporters can directly



contact their friends and family all in one place. This tool can be used on a mobile device or (with limited functionality) on a desktop computer.

If you would like to contact your friends and family via text message, you will have to download the OutreachCircle app. However, if you would like to contact them via email you can do that through the app or through your browser.

### ***How do I use OutreachCircle?***

Check out our [OutreachCircle Supporter Starter Kit here!](#)

### ***Will OutreachCircle steal my contacts or spam them with future communication?***

No. OutreachCircle and LWV do not have access to any supporter's contact information, such as email or personal phone numbers. The contacts a supporter uploads to OutreachCircle to text or email are kept private to that supporter. Supporters at any time can delete their contacts if you desire. Only supporters can contact their contacts. They decide who they want to message, when to message them, and what the message says. OutreachCircle and LWV cannot message their contacts directly. OutreachCircle has a privacy policy that prohibits them from contacting any of your contacts. OutreachCircle will never share or sell supporter contact information with the League of Women Voters or any 3rd party.

You can find more information about OutreachCircle's privacy policy on their [website here](#).