

Setting Up a Phone Bank

Locating phones

Centralized phone banks are effective modes of voter contact. To run a centralized phone bank, you will have to find a location with a large quantity of installed phones. Union halls, union offices, law offices, accounting offices and other similar locations are prime locations for finding large numbers of installed phones.

Preparation

Whether you are conducting voter identification, persuasion or get-out-the-vote calls, you need to prepare some basic materials in preparation for phone banking:

1. Sign-in sheets
2. Phone scripts (samples are included in this manual)
3. Targeted voter phone lists
4. Tally sheets (a sample is included in this manual)

Helpful Hints to Maximize Effectiveness

- Use tally sheets to monitor volunteer productivity
- The best time to call is generally weekday evenings, usually between 6:00 – 9:00 p.m. and weekend days between 10:00 a.m. – 6:00 p.m.
- Hang up after six rings
- Schedule short phone shifts, usually 3 hours
- Stick to the script and avoid lengthy conversations with voters