

Phone Bank Case Study

Program Goal: Identify 9,000 favorable households from a list of 30,000 persuadable households.

Program Steps:

1. Evaluate polling and targeting research.

Status: Complete May 1st.

2. Define target voter households.

Status: Complete May 5th. There are 30,000 persuadable households. Eighteen thousand (18,000) of these households contain likely voters. Twelve thousand (12,000) of these households contain likely to unlikely voters.

3. Determine the number of households with telephone numbers.

Status: Complete May 5th. Twenty-five thousand (25,000) of the 30,000 persuadable households have telephone numbers. We will need to find the rest.

4. Determine the number of phones needed to complete calling.

Status: Complete May 25th. We plan to call 30,000 persuadable households in six weeks to find 9,000 favorable voters. There are approximately 25 hours a week when we plan to call. We estimate that we will reach 60 percent of the 30,000 households or 18,000 households. If our volunteer phoners reach 11 households per hour, one phone can reach 1,650 voter households during a six-week period. To make 18,000 completed calls; we will need to have 11 phones. To find 9,000 favorable voters we will need to persuade 50 percent of the people we call. Since we expect only 40 percent to be favorable on the first call, we will need to re-contact undecideds during the final two weeks of the campaign from this phone bank to identify 9,000 favorable households.

5. Begin adding telephone numbers to persuadable households without numbers.

Status: Start June 15th. Complete by August 15th. Volunteers will add phone numbers using crisscross directories. Estimated number of volunteer hours needed to complete project: 200 hours or 25 households checked per hour.

6. Choose phone bank location.

Status: Complete by June 30th. Place installation order with phone company if necessary. Please note this is not anticipated in the budget. We hope to find phones and locations to lease back.

7. Prepare supervisor and volunteer phone instruction kits.

Status: Complete by August 1st.

8. Select and train volunteer phone supervisors.

Status: Complete by August 15th.

9. Train volunteer phoners.

Status: Complete by September 5th.

10. Begin phone calling.

Status: Start September 9th. Eleven (11) volunteers and one volunteer supervisor needed each weekday night and for Saturday.

11. Finish first wave of phone calling.

Status: Complete by October 21st.

18,000 completed calls. 40% favorable and 20% undecided.