

Budgeting Volunteers for Phone Bank – Voter Contact

Campaign Task: Identify the candidate preference of 5,000 registered voters.

To budget the number of volunteers needed and the amount of time it will take to make the calls if the campaign has 10 phones for the project, you will need to perform the following calculations.

The phones will operate three hours a night (6-9pm) and will average 22 attempted contacts per hour, making 66 calls per night.

$22 \text{ attempted contacts per hour} \times 3 \text{ hours per night} = 66 \text{ calls per night}$

Ten phones will be calling per night so the phone bank will make 660 calls per night.

$66 \text{ contacts per phone per night} \times 10 \text{ phones} = 660 \text{ contact per night by volunteer phone bank callers}$

To reach and identify 5,000 voters, you will need to place approximately 10,000 calls. A total of 10,000 calls will take 15.1 nights of phoning at 660 calls per night.

It will take 151 phone shifts of three hours each over a period of 15 days to complete the calls.

$15.1 \text{ nights} \times 10 \text{ phones} = 151 \text{ phone shifts}$

The .1 of a night could be caught up over the 15 nights of phoning or it may spill over into 16 nights of phoning if all of the phones weren't full every night.

Therefore, you or the volunteer coordinator will need to recruit 151 volunteers to the fill the 151 phone shifts, or ten volunteers per night for about 15 nights.