

FUND-RAISING PHONEBANK TRAINING OUTLINE

1. Welcome to the campaign – 5–10 min.

- Trainers give one-sentence introductions.
- If the group is smaller than 20 people, go around and have everyone introduce themselves.
- Why the campaign is important.
- Why the situation is urgent.
- How many days are left till Election Day and next key deadline.
- Why tonight's phonebank will make a difference.
- The issue and how we'll win.

2. Tonight's calls – 5 min.

- Who we're calling.
- Why we're calling them.
- Tonight's goal.
- When we're calling; tonight's schedule.

3. What you're saying – 15 min.

- The rap: Model it and debrief.
- Tips that will help you succeed: ask questions, convey urgency, smile.
- Pair up experienced and inexperienced volunteers and let them practice.
- Brief Q & A.

4. Final logistical points – 2 min.

- Keeping track of your results.
- Any logistical details about how to use the phones.
- The bells (stationed near each volunteer; ring 'em when you sign someone up).