



Phone and Text Banking

VOTER OUTREACH IN THE DIGITAL AGE

Canvassing isn't the only way to reach voters.

▶ Phone Banking

- ▶ Calling voters is easier than ever. In the past campaigns would provide a paper list to volunteers, but now everything is online. Using a campaigning platform like ThruTalk the names and numbers are already loaded and you can make calls with the touch of a button right through your computer or cell phone. (don't worry though, if you prefer a paper list one can be provided)

▶ Text Banking

- ▶ Much like Phone Banking, Text Banking is done by a campaign platform such as ThruText. Instead of texting on your cell phone you send an opening message with the click of a send button. Text banking is high volume has a higher response rate than phone banking.

Phone Banking Basics

- ▶ You have signed up to Phone Bank! Now what?
 - ▶ The campaign will provide you with all the information you need to get started.
 - ▶ Training will be provided by a campaign representative.
 - ▶ You will also be provided a script and talking points.
 - ▶ Most campaigns keep a zoom meeting open to answer questions as they come up. Don't be afraid to ask for help!
 - ▶ When calling via a campaigning platform you will be given a misc. phone number. The people you are calling will not receive your personal phone number.
 - ▶ Don't sweat those hang ups or rude responses. It's going to happen and it's best to just brush it off and move on, but if you come across a hostile or threatening person be sure to let the campaign know.

Text Banking Basics

- ▶ You have signed up to Phone Bank! Now what?
 - ▶ The campaign will provide you with all the information you need to get started.
 - ▶ Training will be provided by a campaign representative.
 - ▶ When using a campaign platform, you can text via a mobile app or on the computer (I find the computer to be more comfortable).
 - ▶ The name, phone number, and other information will be provided on your screen. After sending an initial message you just wait for responses.
 - ▶ Make sure you categorize responses according to the campaign's instructions.
 - ▶ Don't get wrapped up in an argument.
 - ▶ Text banking allows you to reach lots of voters in a short amount of time. It's not unusual to send 400 texts in one session.