INDEPENDENT MAP AMENDMENT

Phone Banking Best Practices

Phone banking is all about reaching as many voters as possible in an efficient and effective way. Phone banking can be the single most effective way to mobilize voters to our side, but only if it's done correctly. Phone banking can have the opposite effect! Here are a few tips and tricks on how to be a great phone banker.

1. **Quantity:** there are thousands of voters statewide that we will need to speak with multiple times before Election Day in order for Independent Maps to be successful. We want to have good, quality conversations with voters that we talk to but we need to use our time effectively. No one should spend more than 3-4 minutes talking to any one voter. Be friendly and enthusiastic but once your questions have been answered politely move on to the next person on your list.
2. **Quality:** every single vote matters and this initiative could come down to a single vote. A high quality phone call includes:
    a. **Listen, Listen, Listen:** phone banking isn't just about talking; it's about listening, as well. Many times, voters will convey specific concerns they have about an issue and it is important you listen to those concerns. Listen to them, and attempt to connect their concerns with the issue you were calling about in the first place.
    b. **Use the script but put it in your own words and voice:** the script you are given should give you a good sense of the key talking points and the message we are trying to convey, but you will be most effective when the message comes directly from you. Your own personal story about why you are out knocking doors or making phone calls will be far more effective than any talking points on their own.
    c. **Use strong language:** a perfect example is "Can we count on you to support the Independent Map Amendment by voting 'yes' on November 8th?"
    d. **Be polite and persistent:** never ever be rude to voters; even if you think they deserve it. Always be polite.
    e. **Supporters should turn into volunteers, undecideds should turn into supporters, and folks who are opposed to Independent Maps should have a wonderful rest of their evening (but we'll be going now):** there is a trap that a lot of us fall into where we think that no matter who we are talking to, if we just talk to that person for long enough we can get them to see the world the way we see it. Unfortunately, this just isn't the case, and with so many voters to contact (so many un-contacted supporters, at that!), we should stick to aggressive yet reasonable goals for each individual conversation.
    f. **Arguing with people won't convince anyone:** even if you feel like what someone on the phone tells you is the wrong way to thin about things, arguing that the voter you are talking to is "wrong" is probably not going to convince them, but rather reinforce the views they had when you showed up at the door. When someone disagrees with your point, ask open-ended questions to get a sense of their values, and then help them see how given those values, what you are advocating for should make sense for them. And if there's not middle ground to be found, thank them for their time and move on to the next phone number.

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    i. **Stay away from electoral politics:** this is a non-partisan effort, and discussing partisan (especially presidential politics) will only detract from Independent Maps message. If a voter brings up their favorite candidate, don't engage, and pivot to the amendment being supported by Republicans, Democrats, and Independents alike.

g. **Keep in mind that someone will enter the data from your call packet:** remember the rule – "If it isn't data entered, it didn't happen." It's important that the marks on your call list be kept neat and orderly so the person entering your data can read and accurately enter all of your notes into our database.

h. **Ask questions:** take an interest in issues the voter cares about. Ask them what their biggest concerns are for Illinois and tie those concerns back to the amendment. Voters will appreciate you addressing their concerns and highlighting how the amendment can impact it.

i. **Be friendly, but also get firm commitments to vote out of the voters you speak to:** if a voter tells you that they are going to vote in the General Election and support Independent Maps, don't just thank them and end the conversation there. Ask them if they want to volunteer! Talk about your experience – what got you into volunteering with Independent Maps, why you do it, and highlight how much fun you have volunteering.

j. **Smile and dial:** have a good time with this. Voters are always more receptive to people that are having a good time and enjoying what they are doing!

    i. **Don't worry, be happy:** voters can sense your nervousness on the phone, and it can distract them from your message. Try to have fun with phone banking and talk to another volunteer or your organizer if you are nervous so they can help you calm down.

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