

## TIPS & TRICKS

# Remote Phone Banks: Phone Banking Best Practices

Phone banking is a great way to contact voters and talk to them about issues, candidates, voting methods, and more. An experienced phone banker can make up to 30 calls an hour! Whether this is your first time making calls, or you are a phone banking pro, the following best practices will help you be successful.

First, a note on expectations: It's okay if not everyone answers the phone. Most phone bankers will only talk to about 10% - 15% of the people they dial. We can still gather valuable data on the other 85%, such as if someone has moved or if a number is disconnected. And the folks who simply aren't home will get moved to the top of the queue to be contacted again later. Some folks might not want to talk. If someone says "no" to talking or hangs up, just [code your data accordingly](#) and move on to the next call.

Keep it positive with each call and try to talk to as many voters as you can during your phone banking time.

- DO keep in mind that you might be calling voters during an uncertain time. Be kind, empathetic, and understanding.
- DO fully review the script and practice it before you start calling—take time to get familiar before you begin dialing.
- DO practice your introduction with a warm friendly tone. Most voters decide whether to take your call within the first minute of your introduction.
- DO smile while talking, this comes across to the voter. If you are able, you can try standing up during calling to help add energy to your conversation.
- DO be respectful of their time. If they can't talk, politely end the call.
- DO try to use their name. If you're not sure you should call them by their first name—ask.
- DO thank them for their time. Even if the call didn't go well or according to plan. It's more important that you end the conversation on a positive note.
- DON'T talk too fast through your script. Take your time when speaking to make sure the voter hears what you have to say.

- DON'T change the meaning of the script. It's good to put things in your own words, but avoid fundamentally going off the intention of the prompts in the script. It was prepared to be most effective and compliant with campaign finance law.
- DON'T interrupt. Let them finish their thought and then respond.
- DON'T leave messages (unless indicated in the script) – this is usually not an effective use of time.
- DON'T call at unusual hours in the time zone you're dialing into. Generally, it is OK to make calls between 10am and 9pm in a voter's timezone.
- DON'T be afraid to say "I don't know." It's better to admit you don't know than to give incorrect information. Try to find the answer for them, and if not ask the best way to follow up. Reach out to your phone bank leader when you're done dialing to get the question answered.

**KEEP SMILING! KEEP DIALING!**

