

RESIST. REVOLT.

Hosting Voter Contact Actions: Facilitator Guide

45-minute training | Educate. Agitate. Organize.

Welcome and Introduction 3 mins	Welcome and Introduction 1 Introduce yourself and thank every comrade for giving their time. Time is the one thing the bosses never stop taking from us, and they chose to spend theirs here. 2 State the goals of this training: • Walk through how to run canvasses, phonebanks and voter registration drives • Share the hard-won lessons of running strong voter contact actions • Learn backwards planning, so our goals are grounded in material reality 3 Set collective norms for the space: • Devices down. Keep laptops and phones away so the room stays focused. • No side conversations. Respect each comrade who has the floor. • Lean in. Our time together is short. Make it count. • Step up, step back. If you are usually quiet, step up. If you speak easily, step back and make room. Power should be shared in our meetings as we want it shared in society. • Assume good faith. We are on the same side. • Use the question parking lot. Hold questions until the end; many will be answered along the way.
Planning Your Action 7 mins	Planning Your Action 1 Choose your front: • Canvass • Phonebank • Voter registration 2 Fix the details: • Set a date and time • Secure a meeting place 3 Set collective goals: • Quantitative goals for attendance and for future shifts recruited • Depending on the action, targets for calls, doors, early voting list sign-ups, and registration forms • Qualitative goals: what consciousness, relationships and leadership do we want to build? 4 Build a recruitment plan: • Use backwards planning to map out how to hit your numbers (covered in depth next) • Schedule recruitment phonebanks and bring comrades in to help make the calls • Mobilize email lists, social media and personal networks 5 Prepare: • List every material and supply the action needs • Gather supplies and print materials 6 Build your organizing cadre: • Decide how many comrades you need for setup, sign in, running the action, and debrief and reshift 7 Confirm: • Confirm every attendee • Confirm the comrades helping you run the action too

Backwards Planning 8 mins	Backwards Planning What is it? A strong action depends on setting goals and meeting them. Backwards planning starts from the result we need and works back to the labor required to get there. It replaces wishful thinking with a material analysis of our capacity. Our working assumptions: Flake rate: about half of the people who commit will not show up. Workers are exhausted, overscheduled and underpaid; plan for it rather than resent it. Contact rate: only about 10-20% of the people we call will pick up. Yes rate: of the people we reach, about 20% will say yes. - These rates shift with the type of action and the community. Adjust them from your own experience. - Every plan must account for all three. Worked example: a phonebank on Saturday with a goal of 10 comrades in the room. 10 attendees x 2 (50% flake rate) = 20 comrades committed 20 commitments x 5 (20% yes rate) = 100 conversations 100 conversations x 5 (20% contact rate) = 500 calls Breaking it down: - Saturday: 10 comrades in the room - Friday night: 20 commitments confirmed. Call every one of them - Monday through Thursday: 500 recruitment calls over the course of the week
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Executing Your Action 12 mins	Executing Your Action 1 Planning means nothing without execution. Now we get specific. 2 The method differs, but canvasses, phonebanks and registration drives share five parts: Sign In, Training, Shift, Debrief, Reshift. 3 Sign In • Every comrade signs in. • Put the sign-in table at the entrance so no one slips past it. • Make sure every field is filled out. Accurate contact information is how a movement remembers its people. If someone skips their email or phone number, ask them to fill it in. • As host, sign in first on the top line and fill out everything completely. Lead by example. • As comrades sign in, ask when they can join again. This works especially well with returning volunteers. 4 Training • After sign in, gather comrades in one designated area. • Wait for a critical mass before starting, so you are not stopping and restarting as people arrive. • Train as a group, not one at a time. Collective learning is the most effective and efficient kind. • Do not rush. What you teach will stick. • Set clear goals and expectations for the shift, including a shared team goal for calls, doors, registrations or early voting sign-ups. A shared goal reminds each comrade they are part of something far larger than themselves. 5 Shift • After training, comrades start calling, knock doors, or register voters. • Check in with comrades throughout. • Phonebanks and registration drives: coach one-on-one, work alongside comrades, and model a strong ask. Organizers labor beside the people they organize, never above them. • Canvasses: call or text each comrade one hour into the shift to see how it is going. 6 Debrief • Debrief one-on-one with every comrade after the shift. • Why? Debriefs build a positive experience, place each comrade's labor in the context of the larger struggle, and make sure they leave feeling the value of what they did. • Good questions: What language did you use, and what landed? What issues came up most? Tell me about your best conversation. 7 Reshift • After a strong debrief, sign the comrade up for their next shift. This is reshifting. • Reshift everyone who completes a shift, using the hard ask. Aim for multiple future shifts. • Why? A movement only grows if its people come back. Reshifting also gives everyone clarity: we know when to expect each comrade, and they know their next step.
Practice Scenario 10 mins	Practice Scenario Janice is a returning comrade who has knocked doors two or three times before. You are debriefing her after a canvass shift and ask her to reshift. Janice says she doesn't know her schedule and will just drop in when she can. Pair up and practice. Your goal: sign Janice up for 2 future shifts. 1 3 minutes: partner 1 practices the ask 2 1 minute: the listener gives feedback 3 Switch roles and repeat

Debrief and Close 5 mins	Debrief and Close 1 Check that the key lessons landed. Ask the room: • What is backwards planning, and how does it help us build strong actions? • What are the five parts of every voter contact action? 2 Go over next steps for every participant and any other key points. Leave no comrade without a next task.
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