

RESIST. REVOLT.

Recruitment Phonebank Best Practices

One call. One conversation. One more comrade.

Phonebanking is the most effective way to have real conversations about what's at stake and to bring new people into the movement. The goal of a recruitment phonebank is quality conversations that end in committed shifts.

Tips and Tricks

Talking with people effectively is a skill sharpened through practice. Hold on to four principles on every call:

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| 1. Be yourself. | 2. Listen closely. |
| 3. If you don't know, say so honestly. | 4. Stay positive. |

Do

- **Finish your call sheets.** There are a lot of people to reach. Finish every sheet you're given.
- **Be friendly, but get firm commitments.** Use the hard ask to lock in specific shifts. Keep asking until you get a yes.
- **Use the script, in your own voice.** The script is a guide. Use your personal story to explain why you're in this fight. That's how real connection happens.
- **Smile and have fun.** People can hear it, and they respond to it.
- **Write legibly.** Someone has to read your notes to enter every bit of data you collect.

Don't

- **Don't hand people an exit.** Skip "Do you have a minute, or are you busy?" and "Are you interested in volunteering sometime?" Those invite a quick no.
- **Don't linger.** About 5 minutes per call, maximum.
- **Don't be rude to anyone.** You represent the movement on every call.
- **Don't stress about policy details.** You won't know every answer. Connect on shared values, or say you'll find out and make sure someone follows up.
- **Don't attack people or other points of view,** including other candidates. Our target is the system, not our neighbors.