

RESIST. REVOLT.

Recruitment Phonebanking Facilitator Guide

45-minute training | Every call is an invitation to fight.

Welcome and Introduction 3 mins	Welcome and Introduction 1 Introduce yourself and thank every comrade for coming. 2 Go over the training's goals: • Learn why we make recruitment calls and who we are calling • Understand the basic mechanics of a recruitment phonebank • Learn how to recruit comrades effectively over the phone 3 Set collective norms: • Devices down. Keep the space focused. • No side conversations. Respect each comrade who has the floor. • Lean in. Our time together is short. • Step up, step back. Quieter comrades, step up. Talkative comrades, make room. • Assume good faith. We are on the same side. • Use the question parking lot. Hold questions for the end.
Why We Call and Who We Call 5 mins	Why We Make Calls and Who We're Talking To 1 Two kinds of phonebanks: • Direct voter contact: identifying supporters, persuading, and mobilizing them to vote. • Comrade recruitment: filling volunteer shifts and event seats. On these calls we assume the person is already a supporter. 2 Why we call: • Phone calls are the most effective way to find our supporters and turn them into active comrades. • To knock every door and make every call it takes to win, we need a mass organization. A movement of spectators wins nothing. • The goal: quality conversations and as many shifts recruited as possible. 3 Who we're calling: • People likely to share our values: past volunteers, people who've said they want to get involved, and people we've never reached before. • Our goal is to sign up as many of them as possible for specific shifts.

Phonebank Basics 7 mins	Recruitment Phonebank Basics - Principles: Be yourself. People respond to sincerity. Listen and respond to their concerns. If you don't know, be honest. Take down their question and contact info, promise a follow-up, and actually follow up. Trust is built on kept promises. Stay positive. You represent the movement on every call. - Do: Finish your call sheets. Leave no name uncalled. Be friendly, but get firm commitments to specific shifts and events. Write legibly and code responses correctly. Every piece of data matters. Smile and have fun. People can hear it. - Don't: Don't hand people an exit. Avoid "Do you have a minute, or are you busy?" and "Are you interested in volunteering sometime?" Those invite a quick no. Don't decide for anyone that they're too busy. Exploitation keeps working people exhausted on purpose. Our job is to show them that an hour of collective action is how we take time back. Don't linger. About 5 minutes per call is a good rule.
How to Recruit Comrades 15 mins	How to Recruit Comrades The hard ask is our core recruitment tool. It: - Assumes the person will say yes, and doesn't leave easy room for no. - Asks either/or, not yes/no. Offer two options and ask <i>which</i>, never <i>if</i>. - Is urgent, important, persistent, and uses the pull of solidarity: everyone else is showing up. - Examples. Read each aloud and ask the room what makes it soft, medium or hard: Soft: "Sorry to bother you. Is there any way you might volunteer with us at some point?" Medium: "We're holding a voter registration drive Tuesday. Will you join us at 3 PM?" Hard: "We want every working person in this community to have a voice in this election. Your neighbors are meeting to register voters Tuesday and Thursday at 3 PM at Lincoln Cafe. Can we count on you Tuesday at 3, or does Thursday work better?" - Why the hard ask works: - Choosing between two options makes yes easier and no harder. - People want to belong to a movement, but getting involved the first time is intimidating. The hard ask helps them past that fear. - Using it: - It may feel awkward at first. That's normal; it's a skill built with practice. - Remember: we're offering people a chance to fight for their own interests, in an election with enormous stakes for working people in Arizona and across the country.
Practice 10 mins	Practice - Model this scenario with a volunteer: "Too early." Mary is a longtime supporter who's glad you called. But when you ask her to pick a shift, she says, "It's too early to get involved. Call me next year." - Ask the room: what worked? What are the key takeaways? (The other side never thinks it's too early.) - Break into pairs and practice the scenario.

Debrief and Close 5 mins	Debrief and Close 1 Check the key lessons. Ask the room: • Why do we make calls? Who are we calling? • What are the phonebanking do's and don'ts? • How do we recruit comrades? 2 Go over next steps. Leave no comrade without a next task.
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