

THE LIBRARY I WORK FOR HAS A FUNDING MEASURE ON THE PRIMARY BALLOT... SO I'VE BEEN SPENDING SOME EVENINGS **PHONE BANKING!**

HI THIS IS AMY, I'M A VOLUNTEER WITH THE YES ON MEASURE D CAMPAIGN



# AIN'T NO PHONY

PHONE BANKING IS A POWERFUL ADVOCACY TOOL BECAUSE YOU CONNECT HUMAN VOICE TO HUMAN VOICE.

HAVE YOU HEARD OF MEASURE D?

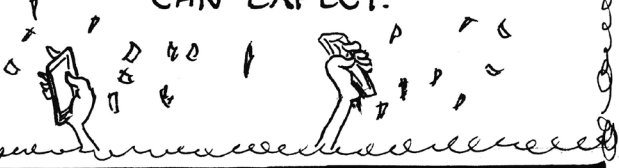
...WILL HELP OUR LIBRARIES TO...



THE FIRST TIME I PHONE BANKED WAS FOR HILLARY IN 2016. WHILE I DIDN'T TIP THE SCALES FOR HER, I DID LEARN THAT PHONE BANKING ISN'T THAT HARD.

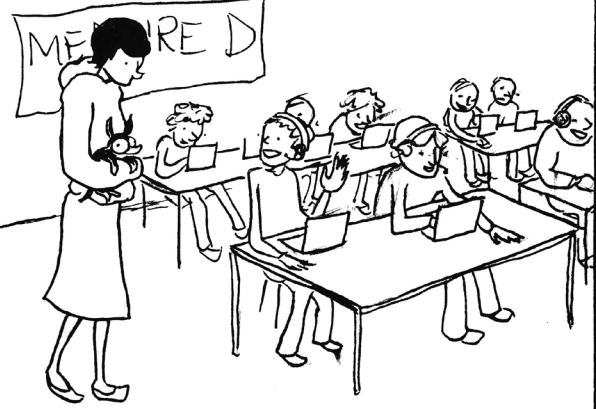
I USED TO THINK PHONE BANKING SOUNDED SCARY, BUT THEN I TRIED IT!

IF SPEAKING UP FOR YOUR CAUSE INCLUDES PHONE BANKING, HERE'S WHAT YOU CAN EXPECT.



## HOW IT WORKS:

YOU SHOW UP, NERVOUS ABOUT COLD-CALLING PEOPLE WHO ARE JUST TRYING TO ENJOY THEIR DINNER.



YOU'RE CONNECTED TO AN ONLINE SYSTEM THROUGH YOUR CELL PHONE.



Amy Martin is the Member Content Editor for Everyday Advocacy, an initiative of ALSC.

THE SYSTEM AUTO-DIALS ITS WAY THROUGH REGISTERED VOTERS. IF SOMEONE ANSWERS YOU TALK YOUR WAY THROUGH A SCRIPT.

HANG UP IF YOU GET VOICE MAIL!

YOU ONLY WANT TO TALK TO LIVE PEOPLE.

IF THEY DON'T HANG UP, YOU ASK IF YOU CAN COUNT ON THEIR VOTE! YOU CAN JUST READ FROM THE SCRIPT, IF YOU'RE NERVOUS, OR GET PERSONAL.

HELLO I AM CALLING WITH THE YES ON MEASURE PAIGN YOU VOTE WILL FUNDING FACE CHILD SENIOR ALL YOU

YO BRO LETS RAP! LIBRARIES ARE THE DOPEST HAVE YOU

**HOUR 1** **HOUR 2**

IF THEY DISAGREE WITH YOUR CAUSE, YOU THANK THEM AND END THE CALL. NO TRYING TO CHANGE THEIR MIND—YOU RUN THE RISK OF ANNOYING THEM INTO VOTING AGAINST YOU!

HANG UP

NEXT

Will this person vote?

IF SOMEONE DOESN'T WANT TO TALK TO YOU, THEY'LL JUST HANG UP. SOMETIMES THEY GET SASSY AND SAY "DON'T EVER CALL ME AGAIN." WHEN THEY DO, I PRETEND I'M ON A FANCY SOAP!

THE WORST PHONE BANKING GETS IS THAT IT'S A LITTLE DULL. MOST PEOPLE JUST WON'T ANSWER. BRING A SMALL PROJECT ALONG TO PASS THE TIME.

YES ON MEASURE D

SIGN IN

THE OBJECT OF PHONE BANKING IS: GET OUT THE VOTE! DON'T LET YOUR SUPPORTERS FORGET TO SHOW UP. LOTS OF PEOPLE ALREADY AGREE WITH YOU—THEY JUST NEED THAT REMINDER TO VOTE!

AND REMEMBER—THE EVERYDAY ADVOCACY VERSION OF PHONE BANKING IS TO CALL YOUR ELECTED OFFICIALS!

USE [SCALLS.ORG](http://SCALLS.ORG)!

AMY MARTIN