# 2020 VICTORY

# 2020 Victory Phone Bank Event Host Guidance

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## Why host a virtual phonebanking event?

Bring volunteers across the country together by calling into 2020 battleground states, an essential step in mobilizing voters. Hosting an event with your network widely expands the amount of voters we come into contact with! Virtual phone banks are a great way to replicate the in-office feel and build relationships with other volunteers.

## KEY INFORMATION

**Dialer Hours:** Mon-Sat: **10am-11:30 pm ET** and Sun: **12-11:30 pm ET.**

**Dem Dialer Login:** Log into the Dem Dialer here

**What You Need:** you and all of your attendees will need the following tools in order to use the Dem Dialer:
- **1) A computer** (a desktop, laptop, or tablet -- note that iPads sometimes do not work as well) to log into and use the Dialer. **IMPORTANT: please use Chrome or Firefox as your web browser, NOT Safari,** which does not work with the Dialer.
- **2) A phone** (cell phone or landline) for audio.
- **3) Headphones**, recommended but not required, for comfort and ease of use.

## HOW TO HOST + PHONEBANK PREPARATION

## STEP 1: PREPARING YOURSELF
**Attend a Call Crew Training and review materials**
- Learn how to make calls into battleground states to ensure you have all the information you need to host a phone bank and get others started making calls.
- **Attend a Call Crew Training:** we highly recommend attending this training so that you feel confident on how to use the Dem Dialer yourself, so that you'll be able to answer your attendees' questions during your event.
- **Attend an Event Host Training:** if you have additional questions about hosting, **click here to attend an Event Host training**

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- **Practice the calling script:** [Click here to view the Dialer Preview Script](#)
- **Practice making calls yourself!** The best way to get familiar and comfortable with the Dem Dialer is to make an hour or two of calls yourself, after attending the Call Crew Training.
- **Read the Call Crew Guide:** [Click here to view the Call Crew Guide](#)

**Join the 2020 Victory Slack community**
Join the 2020 Victory Slack community for live support from staff and volunteer leaders. We also suggest making your own group with your attendees so you can stay in touch and share more about your volunteer experiences and brainstorm future events.
Link to Join Slack: [https://2020victory.io/generalslack](https://2020victory.io/generalslack)
Link to Slack Guidance: [2020 Victory Slack Guidance](#)

## STEP 2: CREATE YOUR EVENT ON 2020 VICTORY MOBILIZE
Create your event on [Mobilize 2020 Victory](#), our official events platform so you can manage your event and share with friends, family, and the virtual 2020 Victory family!
- [Create a Phonebank](#)

A step by step guide on how to put your event on Mobilize here:  (link to mobilize guide)

## STEP 3: CREATE YOUR MEETING IN ZOOM

**Make a Zoom meeting**

Zoom guidance linked here: [2020victory.io/zoomguidance](https://2020victory.io/zoomguidance)

Read to learn about how to set up a Zoom event, best practices for security and tips for cool features such as the chat box.

**Add to Mobilize event page**
Under private details, add the link to your Zoom meeting. Attendees will then receive the Zoom link when they RSVP for your event.

## STEP 4: SHARING YOUR EVENT
Share your event with your friends and family and encourage attendees to bring a +1. We want to engage with as many voters as possible and you have the ability to create a ripple effect.

You can share this event by texting or emailing the link of your event, posting on your social media, calling your friends and family to invite them, and drawing in other Team Joe members by making your event public on Mobilize.

**Example**

*"Hi There --*

*I am supporting Joe Biden, Kamala Harris and Democrats up and down the ticket by making calls to battle ground states to talk with voters. I am hosting a phonebank with other supporters on [INSERT TIME and DATE].*

*All are welcome, I will be giving a quick training and sharing the tools we use to make calls!*

*Here is event link to RSVP: [INSERT MOBILIZE LINK]"*

Be sure to let all attendees know that they will need to following tools in order to use the Dem Dialer, and should bring them to the event:

- **1) A computer** (a desktop, laptop, or tablet -- note that iPads sometimes do not work as well) to log into and use the Dialer. **IMPORTANT: you must use Chrome or Firefox as your web browser, NOT Safari,** which does not work with the Dialer.
- **2) A phone** (cell phone or landline) for audio.
- **3) Headphones**, recommended but not required, for comfort and ease of use.

**How to copy the link to your Mobilize event:**

Once your event has been approved, you will see the word "Link" with the URL of your event towards the top of your event page. If you click on the Link Icon, it will automatically copy the link to your event. You can then paste the link in an email, text, or other platform. Additionally, if you prefer, you can highlight the URL in your address bar at the top of your web browser to copy and paste the link to your event.

## STEP 5: WRITING AN EVENT AGENDA

As we see in the agenda, you will want to allow yourself about 15 minutes for training your attendees and 5 minutes for questions. Another benefit of staying on the Zoom while you call is that questions can be answered as they come up via chat, breakout room, or simply unmuting themselves if others don't mind.

**TICK-TOCK OF EVENT**
*Example -Create appropriate times*

5:45 PM Event Host opens Zoom, allows time for troubleshooting
6:00 PM Event begins, Host introduces self and gives personal story
6:05 PM Host or other gives quick ThruTalk training, shares link, and answers any questions
6:20 PM Begin phone banking
7:45 PM Wrap up calls and host leads debrief conversation and asks to sign up for next phonebank
7:55 PM Host thanks all attendees for joining
8:00 PM Event ends.

**POST EVENT ACTION PLAN**
- ❏ Using mobilize to pull attendee list, thank all attendees via email
- ❏ Using mobilize to pull attendee list, follow up email no-shows
- ❏ Set up community Slack text chain to keep up with your group and share upcoming events, campaign updates, etc.

Keep the event fun and lively as the host! We recommend celebrating each other's successes by having attendees write the word "*Supporter*!" in the chat box when they have a conversation with a voter who will vote for Joe and Kamala, "*New volunteer*!" when they successfully recruit someone on a call to volunteer, and anything else you want.

**[INSERT NAME OF EVENT]**

**EVENT INFORMATION**
Host Name:
Date:
Time:
Event Link:

**PRE EVENT PREPARATION**
❏ Create Agenda
❏ Send out Zoom link to all attendees
❏ Confirm with all attendees night before event
❏ Receive Phonebanking links and Script
❏ Send Zoom link to any last minute sign ups 30 mins before event start time

Aim to make calls with your attendees for a minimum of 30 minutes before coming back together to debrief. Making a plan for your event ensures that you don't forget any crucial steps in your meeting.

Sample phonebank agenda and run of show linked here: Phonebank Run of Show

## STEP 6: HAVING A SUCCESSFUL EVENT

When hosting a phone banking event, here are some key things to remember:

- Warm introduction
- Why we call into battleground states
- Dialer training and resources
- Taking questions + Debrief
- Call to action



### Why we call into battleground states

We want to focus on mobilizing voters in battleground states and getting out the vote for Joe, Kamala, and Democrats up and down the ticket. The battleground states are our path to victory!
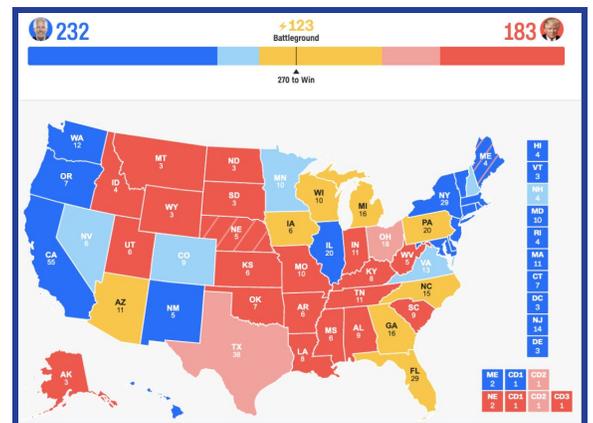
### Giving attendees a quick training on the dialer

Feel free to also share the Call Crew Guide with your attendees before the event for their review. You can also invite them to attend an upcoming Call Crew Training, so they'll arrive extra prepared.

### Virtual in-office phone banking

After the training, have your attendees stay on the Zoom for your 1-1.5 hours of call time! If you've got a large group, use breakout rooms to make the phonebank feel even more inviting. Feel free to be interactive and share good conversations and make the event interactive

**Debrief**

After your call time is up, have everyone hop off the Dem Dialer and discuss the experience. This will help to replicate the in-office feel and foster a sense of community virtually! We also want to be sure to go over any questions your attendees may have and debrief how the call time went. Sharing tips about a certain thing you say to voters or something you have found helps to get folks excited to volunteer is also a great way to learn from each other.

**Call to Action**

At the end of your event, be sure to make a plan with your attendees to complete another action and keep the momentum going.

> *We cannot win this election without amazing volunteers like you helping to reach voters and get out the vote for Joe and the Democrats.*

Create an incentive to complete a weekly action step with your network to contact voters and work (virtually) in battleground states. This is a great time to share upcoming events you are planning with your attendees!

## Step 7: AFTER YOUR EVENT

**Mark your attendee statuses accordingly**

Mobilize makes it easy to keep track of your event attendance. In the Mobilize America guide, you will see how to view your attendees and manage their statuses. Using this feature, you can easily email all attendees who came to your event to thank them and all the attendees who couldn't make it to ensure they have the date and time of your next event.

**Send a follow up email**

**To attendees marked completed:**

> *"Hello,*
> *Thank you so much for attending [Event]. It was great to have you join me in working to elect Joe Biden, Kamala Harris, and Democrats up and down the ticket. As promised, below I have linked my upcoming events on Mobilize. Hope to see you soon!"*

**To attendees marked cancelled/no show:**

> *"Hello,*
> *I was so sorry to see you couldn't join us this evening for [Event]. Below I have linked my upcoming events on Mobilize. Hope to see you soon!"*

## FAQ

Contact information for events and calls departments

- Calls: calls@2020victory.com
- Events: events@2020victory.com