

Briefing for Your Call Party



Everything you and your volunteers need to know for a great call party!

BEFORE YOU JUMP ON THE PHONES

ACKNOWLEDGEMENT OF COUNTRY

It is important that you acknowledge country at the start of your event. Environmental justice will never be complete without justice for Aboriginal people. While our solidarity should not end with doing an Acknowledgement of Country, it is still an important thing for us to do at the start of any meeting or event. There are lots of places you can find out more about [which Country you're on](#) or [how to do an Acknowledgement of Country](#). Your local council's website may also have helpful information. The most important thing is to acknowledge Traditional Owners, old and new, as well as their connection to country. You should use whichever words and phrases come naturally to you.

THANK EVERYONE FOR COMING

Thanks everyone so much for coming. I know that a lot of people will have stepped out of their comfort zone by coming along, so thank you in particular if you are one of those people. We have a great night ahead of us, but before we get stuck in, I thought it would be good for us to get to know each other a bit better!

NAME ROUND

I would like for everyone to go around the circle and share their name and why they came along this evening. (Don't forget to introduce yourself too!)

If you have a small group or you're feeling particularly adventurous, you could also get them to share something fun like their favourite food, the best phone call they've ever received, or the highlight of their day.

Great, thanks so much for sharing everyone!

CAMPAIGN CONTEXT

So this event is being run as a part of the Australian Conservation Foundation's election campaign. The goal of this campaign is twofold. We want to make climate change the number one issue in the upcoming federal election. We'll make sure MPs, candidates and political parties know just how many people will hold them accountable on climate policies.

To do this, ACF together with our friends in the climate movement plan to have one million conversations about climate damage. We have already been out on the streets and at market stalls all across the country, as well as knocking on doors in our target electorates. Now it's time to make some phone calls.

We know that conversations are the most powerful way to engage new people our movement and motivate them to act on climate. We'll make sure MPs, candidates and political parties know just how many people will hold them accountable on climate policies. So far, 7 out of 10 people we speak with are committing to vote for a party that will stop Adani's polluting mine, end digging and burning coal, and switch to 100% clean energy.

These phone calls are hard. For the most part, we are calling people who don't know who ACF is. ACF has purchased the contact information for the people you are calling from a commercial database. We are managing the campaign carefully in accordance with privacy law. This means that some people will hang up on you. That's totally fine! The faster people hang up on you, the faster you will get on the line with someone who wants to talk to you! We have calculated that we need to make 52,000 phone calls, with each person having just

a few meaningful conversations per night to have a huge impact. Don't stress if you don't have a great chat to someone straight away!

It's very rare for there to be serious abuse over the phone [*share personal experience if relevant*], but if someone is rude or abusive, just hang up the phone and remove them from our list.

There are some lovely people out there, who want to talk to us and who we will have wonderful conversations with! [*Share personal experience if relevant*]. It's these people we want to talk to. These people who we want to tell about our campaign and our movement.

We know that these calls are important. In the last election, the electorates that we're calling into were won by just a small number of votes. This will mean that every conversation counts. You may only have one or two great chats this evening, and that's gold! It won't take much to have a real impact.

RUN THROUGH CURRAWONG, THE DIALLER TOOL

Making calls with the Currawong Dialler is simple. To begin making calls, simply call the dial in number at the top of your instruction sheet, and provide the calling campaign code when requested. You'll be automatically connected to queued callees and asked a short survey about your call afterwards. You can answer the survey questions using your phone keypad. The survey questions are listed on the instruction sheet for reference and to help structure your call.

After each call you'll be asked if you'd like to be connected to another call, we'd prefer if you answered this question instead of hanging up at any point as it helps the system know whether to continue queueing up calls for you.

If at any time you need to hang up on a callee, you can use the star button on your keypad to hang up the callee's call and jump to the survey.

RUN THROUGH THE SCRIPT

We recommend holding onto your conversation guides and handing them out only when you reach this point. Otherwise, people may get distracted, and all of the above information is really important!

Once everyone has a copy of the script, talk it through out loud, including some of your past experiences (if relevant). Give people a chance to read the script for themselves so they are comfortable with the content.

People may have some questions at this point. Try to keep them related to logistics so that you can start making calls ASAP!

GET PEOPLE TO PRACTISE

Okay so now it's your turn! I want you all to pair up and run through this conversation guide with someone else in the room, then swap.

People can feel awkward about roleplays, encourage them to give it a go. It's really helpful to say the words out loud with a friend before talking to a voter on the phone.

LET'S MAKE SOME CALLS!

Now do it for realies! We can spend all night practising, but really, the best way to learn is by doing. As I said earlier, we really only need you to have one or two good conversations per night. If someone doesn't want to talk to you, just thank them for their time and move on so that you can talk to someone who does want to chat. We are calling voters in electorates where the vote is very close, so every conversation matters.

GO FORTH AND CONQUER

Try your very best here to keep questions to a minimum so that people can get on the phones quickly. If there are nervous people, have a chat to them in a smaller group, run through the script again or encourage them to listen in on someone else's conversation before getting on the phone themselves.

DEBRIEF AND CLOSE

Debrief

At 8pm, bring everyone back together for a debrief. This is important to help people feel good about their experience making calls, to remind them to come along to another call event, to improve our future efforts and to help volunteers feel the impact of our collective effort.

Get everyone to share:

- How many calls they made
- How many good conversations they had
- *Tally up the total to share with the group at the end.*

Ask the group some (or all) of the following questions, get people to share a story or two each

- Who had a good conversation?
- Who had a challenging conversation?
- What was something that worked well when talking to people?
- What was something that could have gone better?

Thanks everyone for coming along tonight! It was great to hear some of your conversations. Together, we made *[number from tally]* of phone calls! This is a great effort and has helped us get closer to the 52,000 phone calls we need to make nationally.

Follow up ask

We have an audacious goal to have 1 million conversations before the next federal election. Of those, we expect at least 50,000 to be phone calls. We know it's ambitious, but it's what we need to do to end digging up and burning coal and get Australia powered by 100% renewable energy.

If we are to hit our targets, we need volunteers to be making phone calls more than once. I would encourage you now to think about hosting your own call party. The ACF team will support you to make it great! *[Insert story about your experience hosting a call party].*

If you aren't ready to host a call party, that's okay too. *[Provide details of your next call party, or another one happening close by].*

Photo!

Get everyone together and take a photo! We are just one of hundreds of groups of people making phone calls all across the country. Taking a photo will get the energy back up before people leave and will help us to tell this story, showing our collective impact.

Thank everyone and say farewell!

