

PHONE BANKING JOB AIDE

“It’s not a blue wave or a red wave. It’s a wave of Americans fed up with partisanship, corruption, and money in politics...and it’s coming.” – Richard Painter

Welcome

Perhaps you enjoy talking on the phone and want to put your phone skills to use. Maybe you’re more comfortable on the phone instead of someone’s doorstep. Whatever the reason you volunteered, we are glad to have you on-board! We are counting on you to create a buzz all over Minnesota by calling people who have voted Democrat in the past and chatting up a storm about Richard Painter.

Suggested Time

The suggested time we need from you is 4-30 hours per week, but it is completely up to you how much time you devote to phone banking. You should call Monday through Saturday, 9:00 a.m. to 8:00 p.m.; however, the best time to call is 5:00 to 8:00 p.m.

Objective

Connect with people age 57+ who voted in the last four primaries on the Democratic ticket and encourage them to either vote for Richard Painter or go to painterminnesota.com to learn more about who he is and why he is the best candidate to send to DC.

Why We Do It

- Phone banking can done with little or no money.
- It is a powerful tactic for competing against PAC-backed candidates.

Tools

- The *Painter Policy Handbook*, which you can find at painterminnesota.com/volunteerresources
- Two scripts you can use as-is or personalize to suit your style and passion:
 - Voicemail Script (see next page)
 - Live Call Script
- Phone
- Computer
- An active NationBuilder account
 - Go to painterminnesota.com/login



Lessons Learned

Our experience in phone banking has shown:

- It pays to be passionate, but you must channel your passion. So, list three reasons why **you** are voting for Richard Painter.

- Schedule about 1-4 hours per day to phone bank. Depending upon how many people actually pick up and the length of your conversations, assume you will be making 4-20 calls per hour.
- If you're comfortable doing so, put the scripts into your own words. The point is, make the scripts work for you, not the other way around!
- Practice the voicemail script, as you don't want to be caught unprepared the first time you must leave a message. Don't wing it! It'll show on voicemail.
- Say **Richard Painter** as much as possible.
- Every call should have a **call to action** in the form of a question. Master this technique! Depending upon the person you're talking to, your call to action question might be something such as:
 - "Can we count on you to at least go to painterminnesota.com and learn more about Richard Painter before August 14th?"
 - "Can we count on your vote for Richard Painter on August 14th?"
- Avoid knee-jerk responses to objections; instead, make it a habit to ask a question to get more information. Your responses will be smarter when you ask a question; for example, you might ask:
 - "I appreciate that. Could you tell me more?"
 - "I couldn't agree more. Of all the issues, which is most important to you?"
- Do not dominate the conversation. Listen and add your 2-cents worth.
- Do not argue or debate, it's a waste of time. If someone wants to debate politics, politely end the call and move onto the next person.
- Remain optimistic! Remember: You're volunteering for something you truly believe in.

Scripts

Voicemail Script

"Hello _____, my name is _____ and I'm with the Richard Painter for US Senate campaign. Richard Painter will bring the strongest ethics reform package in US history to the Senate. What makes Richard Painter unique is that he is not taking any PAC

or Super PAC money; in other words, he cannot be bought. Richard Painter wants to represent you, and he's asking for your vote in the upcoming primary on August 14th. If you have any questions about Richard's stance on issues important to Democrats and Republicans, please go to painterminnesota.com."

Live Call Script

"Hello may I speak with _____? My name is _____ and I'm with the Richard Painter for US Senate campaign. Richard Painter is running for the DFL nomination for the vacancy created by the resignation of Al Franken in the DFL primary on August 14, which anyone can vote in regardless of whether you're a registered Democrat or not. How are you?"

"Do you know who Richard Painter is and where he stands on the issues?"

"May I ask which issues are important to you?"

"**First**, let me say, Richard Painter is not a politician, he and is running a campaign to combat corruption in Washington and ending government-for-sale to the highest bidder. Richard Painter is not accepting money PACs, Super PACs, big money donors and corporations. He thinks government should answer to the people and wants to shake things up so the average person is the number one concern of public servants. **Second**, you said that _____ is important to you. It's important to me, too. Richard Painter's stance on the issue you mentioned is..."

"Would it be too forward of me to ask if Richard Painter can have your vote on August 14?"

Handling Objections

Get into the habit of asking a question before responding with facts. Your responses will be more genuine and on-point when you do this. Tip: Role-play with a friend, as this technique takes practice.

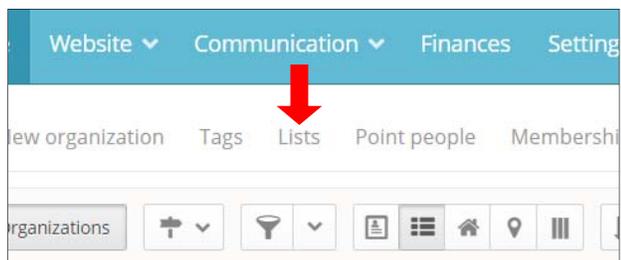
(continued on next page)

Objections	How to respond
"Not interested."	"With everything going on right now, may I ask why?" Be prepared to politely end the call.
"I'm voting for Tina Smith."	"What is it you like about Senator Smith?"
"I'm a Republican."	"Richard Painter is a former Republican and he still some conservative ideals. As a Republican, which issues concern you most?"
"Painter is really a Republican."	"Prior to switching parties, Richard Painter was a barely a Republican. I'm curious, which issues concern you most? I ask because Richard Painter has always held progressive ideals."

Steps for Using NationBuilder

Use NationBuilder to access your call list and log all of your calls.

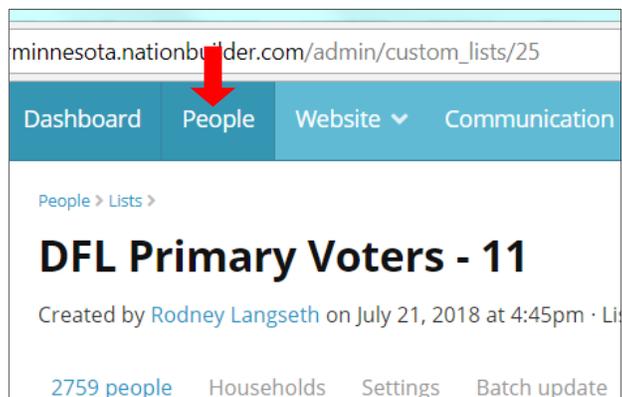
1. Go to painterminnesota.com/login. If you do not have a NationBuilder account, create one, and then call Rodney Langseth (218-343-0671) to be assigned a call list.
2. On the dashboard page, click **People**.
3. Click **Lists**.



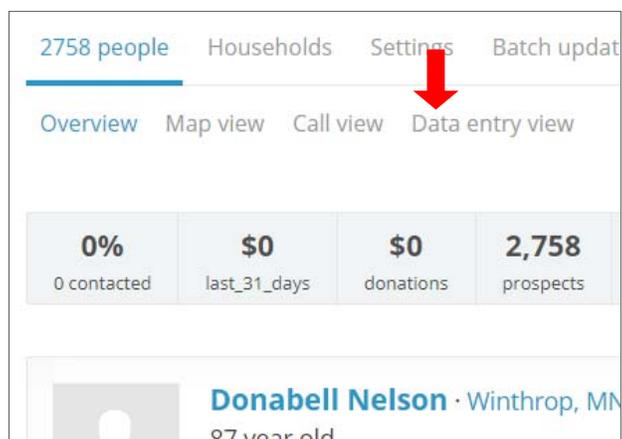
Only one list should show up, your list. Click on it.



4. Check that the **People** tab is still highlighted.



5. In second row, click **Data entry view**.



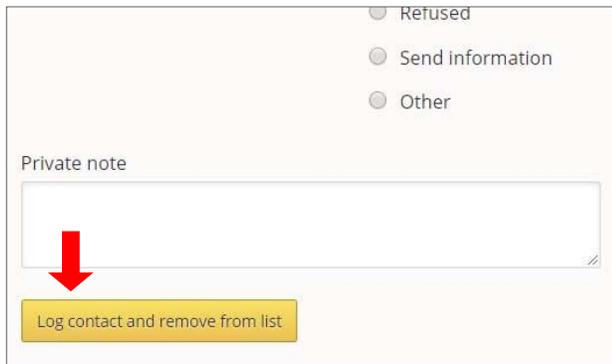
6. Smile and call! **Important:** Get their email address if they want to volunteer or need more information.
7. At the conclusion of each call, select the options that best apply from these two columns:

Support level	Contact status
<input type="radio"/> 1 - Strong support	<input type="radio"/> Answered
<input type="radio"/> 2 - Weak support	<input type="radio"/> Bad info
<input type="radio"/> 3 - Undecided	<input type="radio"/> Inaccessible
<input type="radio"/> 4 - Weak oppose	<input type="radio"/> Left message
<input type="radio"/> 5 - Strong oppose	<input type="radio"/> Meaningful interaction
	<input type="radio"/> Not interested
	<input type="radio"/> No answer

8. Add a **Private note**, but only when something note-worthy was discussed during the call.

Examples of note-worthy:

- *Wants more info - donabelln78@gmail.com.*
- *Interested in volunteering, directed her to website...jillfischer@yahoo.com.*
- *Interested in making a donation - directed her to website.*



The screenshot shows a contact management interface. At the top, there are three radio button options: 'Refused', 'Send information', and 'Other'. Below these is a text input field labeled 'Private note'. A red arrow points down from the bottom of the 'Private note' field to a yellow button labeled 'Log contact and remove from list'.

9. Click **Log contact and remove from list** to save your work, and then move onto the next call.

If you have any problems, big or small, contact Rodney Langseth at painterprimaryphoneevent@gmail.com (fastest way to get a response) or 218-343-0671.