YOUR KITCHEN CABINET
EVERY WOMAN'S VIRTUAL CAMPAIGN TEAM

GOTV Phone Script--Updated

Then	Now
Focused on Election Day Hi. My name is Pakou, and I'm calling tonight to remind you to go vote on Election Day. Do you know when Election Day is this year?	**Start Early and Pay Attention to Other Days in Addition to Election Day** Hi. My name is Pakou, and I'm calling tonight because I'm feeling scared about the election this year. What about you? It sounds like you care about our democracy as much as I do. That's why I'm joining a bunch of volunteers to make sure that folks know the deadline to: Register to vote is: Request for an absentee ballot is: Send in an absentee ballot is: Go vote early is: Vote on Election Day is:
Educated voters about voting on Election Day Election Day this year is November 3. Don't forget that polls will be open from 7 AM to 8 PM and that you must bring a state-issued ID, like your driver's license or a school ID, to vote.	**Educate Voters AND Create a Specific Plan to Vote** I think voting this year is NOT going to be like voting in past years. What about you? What is your plan to vote this year? Will you vote by absentee ballot? Will you vote in person but early? Or do you plan to vote in person on Election Day? If Absentee: Great! Then you probably already know that you need to request an absentee ballot before the Election Board will send you one. The deadline is: July 15. Have you filled out a request for an absentee ballot before? If you haven't, go to our website and we have a video that will show you what to do. If early voting or in person voting: Great! Then you probably already know that the polling site near you is at the Haywood Recreation Center and it will be open from 8 AM to 5 AM. You must bring a state-issued ID. Do you have a checklist for what to do to be safe while voting? If you don't, go to our website and download a checklist we created that will show you what to do and what to look out for to be safe at the polls.
Compelled Voters With a Sense of Urgency It's going to be a tight election, so your vote could be the deciding factor in this race. There's only a few days left to vote. So we have to act now.	**Tap Into Personal Motivation to Compel Action** What is motivating you to vote this year?

Commented [p1]: GOTV calls in the past focused on election dates, polling site hours, and what people needed to bring with them to vote.

Nowadays, acknowledge the reality of COVID-19 and communicate empathy. People are looking for human connection in these times. Have a clear, informative GOTV phone script prepared, but be sure to ask each person how they're doing too, and if your campaign can help in any way.

Commented [p2]: Nowadays, GOTV calls need to start way earlier and cover more dates and deadlines, more ways of voting, and shifting requirements. The voter registration deadline, the early voting period, the deadline to request an absentee ballot, and the postmark deadline for those ballots are just as important (if not more important) than Election Day itself. Phone bank around each of these dates, and emphasize that voting is a process, not a one-time action.

Commented [p3]: Ask the voters how they plan to vote. Ask for details. Forcing the voter to come up with responses to your questions will force her to imagine how she will vote and increases the likelihood that she'll actually do it and help your campaign forecast what is needed to support voters.

Commented [p4]: In some places, the election process is a lot more confusing this year. Nowadays, campaigns need to develop visual touchpoints that correspond with every interaction. Make sure to follow up every GOTV call — even robocalls — with something visual like a postcard, a video, or a post on your campaign's website so that voters can hear and see the new information. And consider that these new processes can be confusing, so provide tutorials or aids to help people walk through even seemingly simple processes.

Commented [p5]: GOTV calls in the past framed voting as just one action, not as a series of actions that led to their vote being counted.

Nowadays, be creative about getting out the vote in the time of social distancing. Maybe record this answer and then send a follow up postcard to remind the voter why she cares. Or create a top ten list of "Why folks in the community are voting" and ask people to vote on it online. This is a moment to inspire each other with what motivates others. The desire to act is propelled by emotions, not just rational thought.

Asked Voters To Go Vote	Should Have Many Asks
Can I count on you to go vote?	Can I count on you to share your plan to vote with someone close to you? Can I count on you to host a virtual meeting with your family and friends about voting absentee? Can I count on you to post the deadline to request an absentee ballot on your front window for all your neighbors?
Made the GOTV Calls Short and Sweet Great! Have a good night and good luck on Election Day.	**Make Sure Voters Get Their Votes Counted** Thanks for talking with me tonight. You are important to us and we want to make sure you have a good voting experience. If anything should happen that feels wrong to you or if you need help, do not hesitate to call our campaign or the Voter Protection hotline: 1-888-OUR-VOTE.

Commented [p6]: In this international pandemic, election protection is central to every GOTV script. Don't rely on things occurring as they did in the past, and make sure your voters know who to call for legal advice or if they show up to a polling place and see that it's unsafe (888-OUR-VOTE).

Also, check your reality. Think about the culture of democracy in your area (it may be different from the letter of the law) and prepare accordingly.

Be prepared for all GOTV activities to take longer, and be prepared to go off book.

Most importantly, don't get caught flat-footed — develop contingency plans so that your campaign can start calling voters in the event that an important GOTV deadline or rule changes.