



Why call voters?

We can't talk to voters in person due to COVID, so phone banking is one of the most important tactics to turnout voters in November. Why?

Phone banking has long been used to contact voters. There's lots of reasons why it's still a good option for GOTV- especially when we need to stay home so that **both** voters and volunteers stay safe.

MOST EFFECTIVE CONTACT

Contacting voters with multiple methods is necessary during COVID. When campaigns and volunteers can't meet voters in person, they are much harder to reach. We have to reach out in multiple ways - especially to low propensity voters - to make sure we reach every voter. Data shows that phones and handwritten letters through Vote Forward are the most effective methods after canvassing. And campaigns don't need much help with texting because a few staff members can reach out to all the voters.

IMPORTANT CONVERSATIONS

Persuasion conversations and candidate awareness are important for all candidates - but even more so for state legislature candidates who many voters do not know. Persuasion scripts help voters learn about candidates and the key issues they support - and down ballot issues have the most impact on voters' day to day lives. Calling voters is the only safe way to have these more in-depth persuasion conversations that are so crucial for candidates.

VOTER HELP

With less access to candidates and to traditional voting methods, the process of voting is going to be even more confusing for many voters. Phone calls can provide voters information they need to make sure their voice is heard.

CAMPAIGN SUPPORT

Phone banking provides information about the issues voters care about and how they are leaning that campaigns won't get anywhere else - especially for down ballot races that may have little polling. Phone banking provides constant feedback to the campaigns so they can adjust their approach.

Ready to get started?

Go to swingleft.org/take-action

