

Phone Calls and Voice Messages

Making Phone Calls

Campaign research shows door-to-door canvassing is the most effective tactic for increasing voter turnout.

Since we are unable to go door-to-door this election, we urge you to start with the second best tactic: **Phone Calls.**

Everyone knows it's hard to get people to pick up the phone. But some folks *will* pick up. Ask about their concerns and be a good listener--that is a proven way to get people to vote.

Please try to reach as many of your voters as you can by phone. We suggest calling twice before trying other methods. Leave a voice message the second time.

Following is a sample script for a phone conversation. **Feel free to modify the script to your own style. Just be sure to include the following elements:**

ESSENTIAL: Identify yourself as a neighbor and a Democrat, and offer the voter some way to contact you that you are comfortable with.

ESSENTIAL: Ask **“Can we count on you to vote?”** We want the voter's commitment to get their ballot turned in on time. Let them know: **There is no “off year” in a Democracy. Vote because every election is important.**

DESIRABLE: Encourage the voter to remind three Democratic friends, colleagues, or family members to vote.

DESIRABLE: Offer to send the voter a link to the electronic slate card (info about candidates endorsed by the Democratic Party and recommendations on ballot measures). Link address:

www.jcdemocrats.org/candidates-and-issues .

Sample Phone Script

Hi, this is _____ . Is this _____ ?

I'm your neighbor from _____ Street (*or "in Jackson County" if you are calling a different community*), and I'm volunteering to help Get Out the Vote in this important election. I'm a Neighborhood Leader with the Jackson County Democrats. I want to thank you for being a voter, and I wanted to make sure you received your ballot for the [*insert date of election*] _____ election.

IF YES: Great!

IF NO: It's probably in the mail. If you don't get it by [*insert date that is 7 days before election day*] _____, contact the County Elections Office at 541-774-6148. They're great at helping out.

THEN: **Can we count on you to vote?** Our main message right now is **There is no "off year" in a Democracy. Vote because every election is important.**

As you're probably aware, this year there are still concerns about the speed of our mail delivery. _____, can we count on you to get your ballot in early?

IF YES: That's great. Thanks!

IF NO or UNSURE: Is there any information you need that could help you? Candidates, ballot measures, etc. [*Be ready to listen if they have an issue that makes them reluctant to vote. You can also refer them to www.jcdemocrats.org for information on candidates and measures, including local ones.*]

YOU CAN SHARE YOUR OWN PLAN FOR VOTING [*the following is just an example*]:

This year, I went through the Voters' Pamphlet early. I highlighted my choices for each race and ballot measure. When my ballot arrives, I'll sit down and fill it out immediately, and carefully follow directions before sealing it in the security envelope. Then I plan to

take it over to the new ballot drop box in the Medford Library parking lot [*or other appropriate location*].

What is your plan for voting this time? [*Listen to their response, answer any questions they may have*]

IF THEY PLAN TO MAIL IT: Our recommendation is to get it in the mail no later than Tuesday, [*insert date of election*] _____. That should be okay.

IF THEY PLAN TO USE THE BALLOT DROP BOX: Do you know the location of the drop box nearest you? Your closest ballot drop box is _____ .

Ballot Drop Box Locations:

Ashland: 410 Siskiyou Blvd. (behind Library)

Central Point: 116 S. 3rd St. (Library)

Eagle Point: 239 W. Main St. (Library)

Medford: 1101 W. Main St. (Elections Office)

ALSO 10th & Riverside (Library parking lot)

Phoenix: 510 W. 1st St. (Library)

Rogue River: 412 E. Main St. (Library)

There's another side benefit of voting as early as possible. Once the County receives your ballot, within a few days you'll be taken off the call lists of the campaigns, and they can focus on people who haven't voted yet. Your phone calls will decrease!

One last thing, _____, before we hang up. Can you think of three Democratic friends or family members who could use a reminder to get their ballots in early? [*Wait for their response.*] You can triple your impact.....

I really appreciate your time. Have a great day!

[If the voter is hostile or states they would never vote for our candidates, mark them as Hostile in on the NLP Services Dashboard. NOTE: This is a rare occurrence.]

Sample Script for Leaving a Voice Message

[We recommend you don't leave a message the first time you call. Try calling the voter at least once more at a later time, and then try texting. If you still have no success, then leave a message.]

This is _____ [first and last name].

As your neighbor and fellow Democratic voter, I'm asking you to **pledge to vote** in the [insert date of the election] _____ Election. **Democrats can win in Jackson County when we show up to vote.**

Let me know you will be voting by texting YES or leaving me a voice message at (number). Please include your name, and let me know if you can also contact three friends and urge them to vote, to triple your impact! Remember that all ballots must be received by 8 p.m., Tuesday, May 18. I promise no more calls once I hear from you!

A slate card saying who and what the Jackson County Democrats are supporting is available online at www.jcdemocrats.org.

KEEP SAFE and VOTE by [insert election date] _____ . **Thank you!**