



SISTER DISTRICT SUMMIT 2023

RUNNING SUCCESSFUL PHONEBANKS

Laura Durkin & Linda Noland: Sister District Phonebank Leaders



SISTER DISTRICT
PROJECT



Action
Network



NEW MEDIA VENTURES

ActBlue

EMERGE

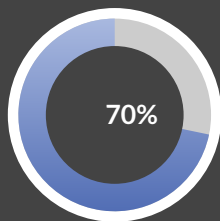
FAST FACTS

01

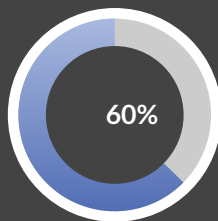
In 2022, Sister District Callers made over 430,000 phone calls to voters in crucial State Leg districts

02

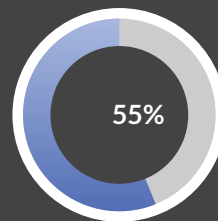
Volunteer-led phonebank teams made 280k of those dials, $\frac{2}{3}$ of our total dials for the year



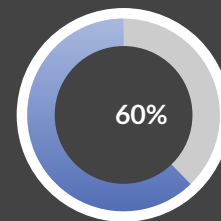
Phonebanks Led by
Volunteers



Dials made by Sister
District Teams



GOTV Vote Plans
Made by Sister District
Teams



Undecided Voters found
by Teams



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STRUCTURED RECRUITMENT

Laura Durkin: *The Sister District Greater Chicago Model*

***Persistence pays off
when it comes to
recruitment!***

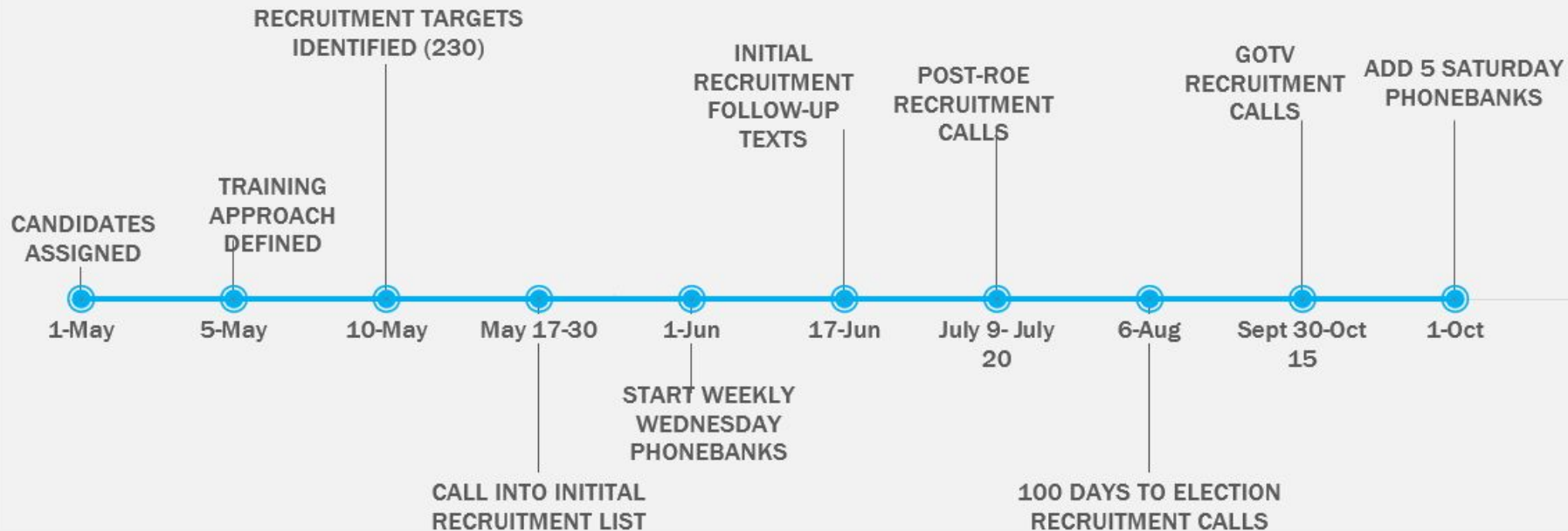
*“Put in many more
recruitment ‘touches’
than you think might
be necessary.”*

— Mallory Roman,
Director of Research
& SD NC Leader



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SISTER DISTRICT GREATER CHICAGO PHONEBANK PLAN



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Greater Chicago Phone Bank Recruitment

May

- Created list of all Greater Chicago PB leads
- Developed training leveraging HQ slides
 - “Train and retain”
 - Guest Speakers = increased attendance
 - May 24- SDGC kick off meeting: featured Neal Morgan, HOO

June

- Weekly Wed phonebanks begin
- Mid month-text to folks not reached in May

July

- Influx of signups after Dobbs Decision
- Post-Roe recruitment message

August

- 100 Days until election recruitment message

Sept/Oct

- After Labor Day-Get Out the Vote message
 - Added 5 Saturday phonebanks to schedule for GOTV

***** Team leveraged critical benchmarks in the election cycle, as well as prominent social developments/current events***



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Greater Chicago Phonebank Communications

- **Weekly Emails**
 - **Tuesday** - Welcome email
 - **Wednesday**- Encourage Zoom participation
 - **Friday** - Weekly SDGC phonebank report email
 - Modeled after National PB weekly email
 - Included candidate news & phonebank stats
 - When available, included quotes from conversations w/voters
 - Vote plan updates during GOTV
- Included PB info on **all volunteer-facing emails**
- **Coordinated with team Social Media lead** for posting on Facebook, Twitter and Instagram
 - Highlighting phonebank stats and special speakers/events

BUILDING COMMUNITY THROUGH IDENTITY

Linda Noland: *The Sister District Sacramento Model*

*Community is what
keeps your volunteers
coming back!*

*"People may come for the
calls, but they'll stay for
the company!"*



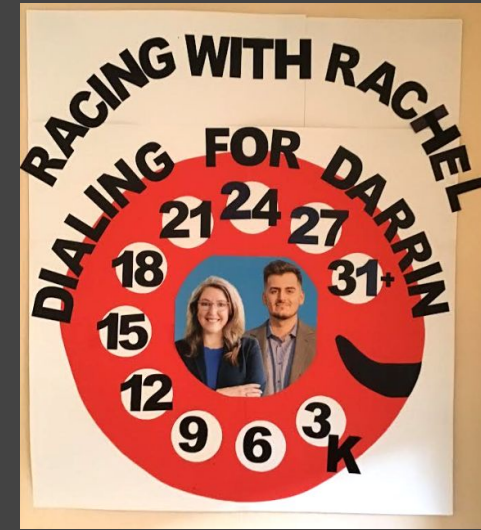
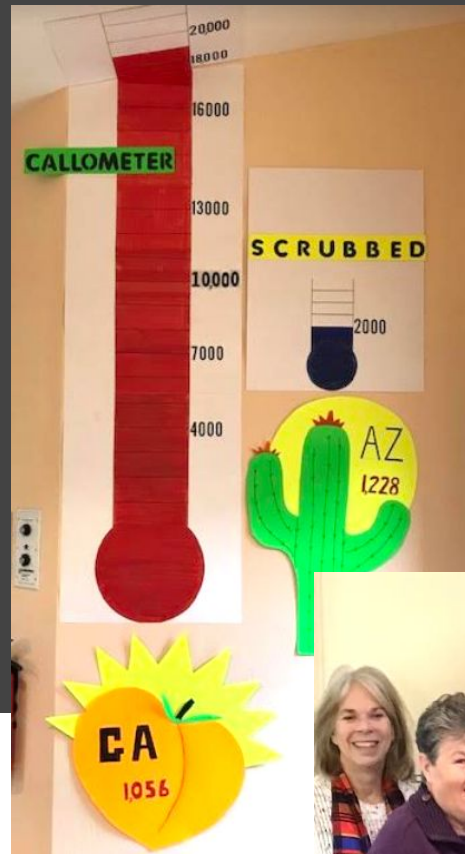
SISTER DISTRICT SACRAMENTO: THE PHONOMENALS

Community through Phonebank Structure:

- 2 PBs/wk
- Larger phonebank runs extra 30 mins
- Increased **attendance** & volunteer **comfort**
- Willingness to take on **more responsibility**

Positive Outcomes:

- Regular & consistent attendance, avg 15 callers/PB
- Increased dial efficiency!



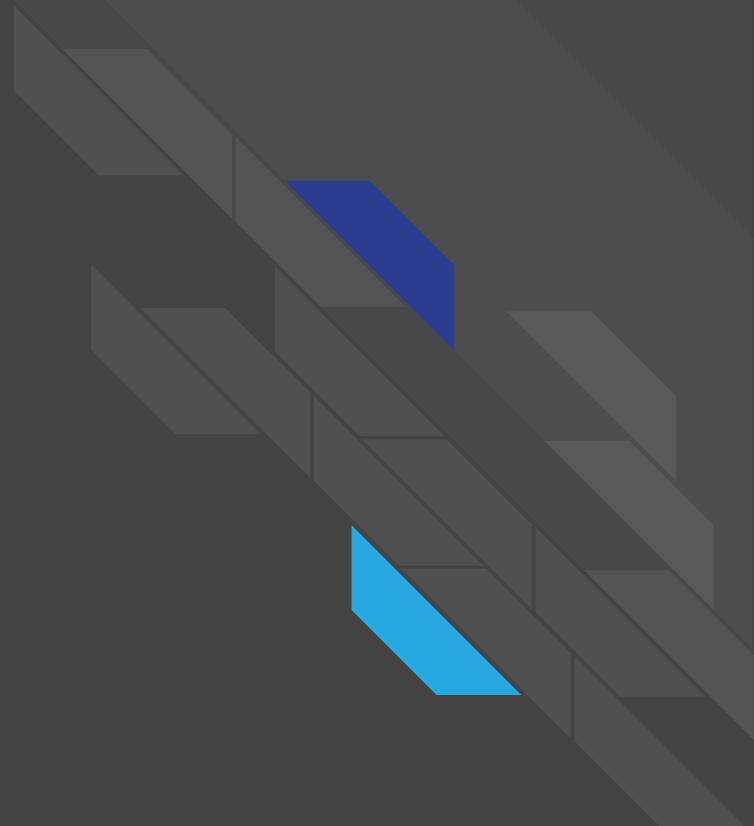


Sacramento: The Personal Touch

- **Training for engagement and retention**
 - Offering 1:1 training for new volunteers
- **Personal communication**
 - Phone calls & follow-up emails **from personal gmail account**
 - **Welcome emails to all new signups**
 - Sets expectations, establishes modes of communication, assists with phonebank prep
- **Volunteer appreciation!**
 - Volunteer birthdays
 - Personal milestones
 - Post-election parties & gatherings

Q/A

What questions do you have for our panelists?





THANK YOU!